Saturday Night

Canada's Magazine of Business and Contemporary Affairs

FEBRUARY 15TH 1958 20 CENTS

Our Shabby Airports A Growing Shame To Air-Minded Nation

BY ROSS WILLMOT

The Cigarette War Comes To Canada

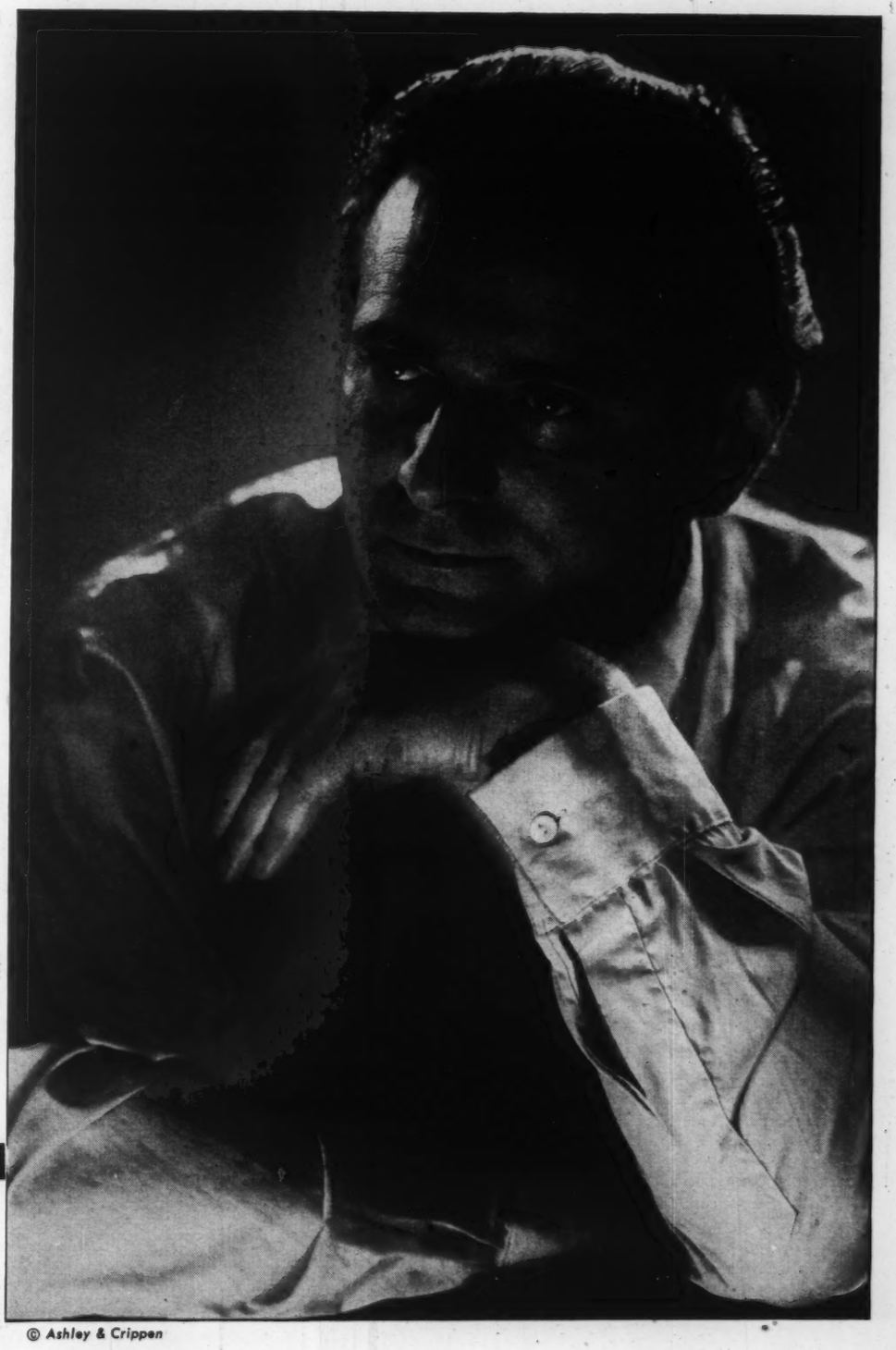
BY JAMES FIELDEN

How We Cover Up Our Racial Abuses

BY GORDON DONALDSON

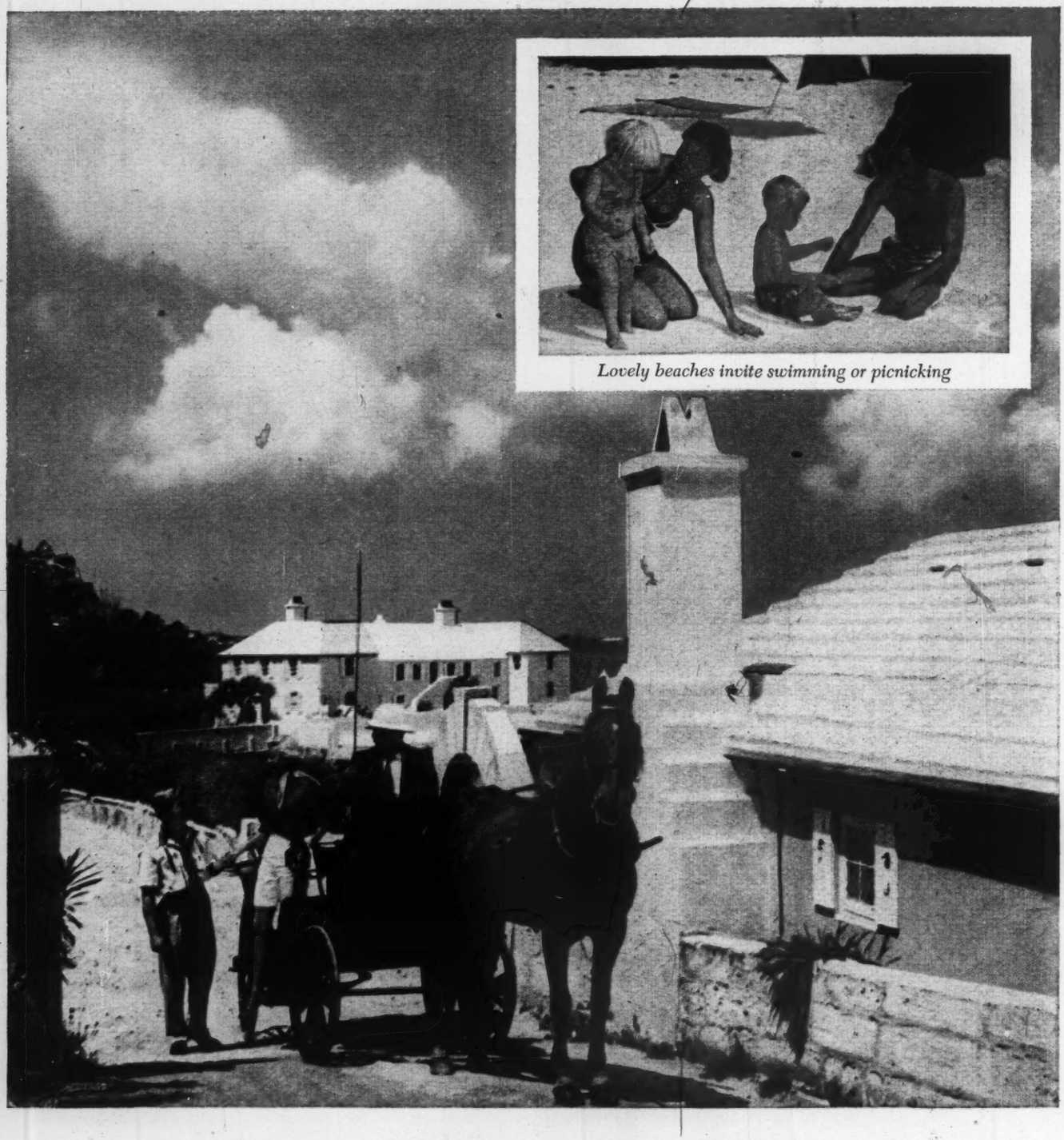
Confused Tax Laws Cost You Money

BY J. W. DOSWELL



© Ashley & Crippen

Conductor Walter Susskind: No yuk-chuk-chuk": Page 14



Lovely beaches invite swimming or picnicking

BERMUDA

Bask in the warmth and beauty of a happy holiday island

Her blue skies and bluer seas, the coral-pink sands and colourful cottages make every day an exciting adventure in Bermuda. Winding roads, lined with hibiscus and oleander, lure cyclists and picnickers. Golf seems sharper on Bermuda's five beautiful courses and steady breezes make ideal sailing. Wahoo and marlin lure the fisherman and duty-free gifts attract visitors to fine shops. There's tennis, skin-diving, water-skiing . . . historic landmarks and unique places of interest to visit. Nightly dancing and entertainment are yours whether you stay at one of Bermuda's famous hotels, or enjoy island living more intimately in a guest house or cottage colony.

Bermuda is only 700 miles from the mainland, with numerous daily flights by trans-Atlantic airlines; and weekly sailings on luxury ocean liners. To plan wisely, see your travel agent. And for a free Bermuda Vacation Kit, write to The Bermuda Trade Development Board, 111 Richmond Street West, Toronto.

February 15, 1958

Saturday Night

VOL. 73, NO. 4 ESTABLISHED 1887 WHOLE NO. 3307

Features:

The Cigarette War Comes to Canada
by James Fielden, 7

Our Shameful, Shabby Airports
by Ross Willmot, 8

How We Cover Up Our Racial Abuses
by Gordon Donaldson, 10

Toronto Symphony's Susskind
by Frank Rasky, 14

Departments:

Letters, 2

Ottawa Letter, 4

Travel, 16

Books, 20

Gold & Dross, 34

Insurance, 40

Editorials, 48

Editorial Board: J. A. Irving, E. J. Pratt
Editor: Robert Marjoribanks
Managing Editor: Herbert McManus
Business Editor: R. M. Baiden
Assistant Editor: Paul Nowack
Art Director: Alan Mercer

Contributing Editors: Maxwell Cohen (Foreign Affairs), Jim Coleman, Robertson Davies, Paul Duval, Max Freedman (Washington), Hugh Garner, Gwyn Kinsey (Editorial Page), Hugh MacLennan (Montreal), Beverley Nichols (London), Mary Lowrey Ross, John A. Stevenson (Ottawa), Anthony West (New York).
Subscription Prices: Canada $4.00 one year; $6.00 two years; $8.00 three years; $10.00 four years. Commonwealth countries and U.S.A. $5.00 per year; all others $6.00. Newsstand and single issues 20¢. Authorized as second class mail. Post Office Department, Ottawa. Published and printed by Consolidated Press Limited, 1517 Mountain St., Montreal, Canada. Editorial and Advertising Offices, 73 Richmond St. W., Toronto 1, Canada.

Chairman of the Board, Nelson A. Hyland; President and Publisher Jack Kent Cooke; Vice-Presidents, Hal E. Cooke, Neil M. Watt, E. R. Milling; General Manager, Gordon Rumgay; Assistant Comptroller, George Colvin; Secretary, William Zimmerman, Q.C., Circulation Manager, Arthur Phillips.

Director of Advertising: Donald R. Shepherd. Representatives: New York, Donald Cooke, Inc., 331 Madison Ave.; Los Angeles, Lee F. O'Connell Co., 111 North La Cienega Blvd., Beverly Hills, Cal.; San Francisco, Lee F. O'Connell Co., Suite 515, 110 Sutter St.; London, Eng., Dennis W. Mayes Ltd., 69 Fleet Street, E.C. 4.

PICTURE CREDITS: Cover, Ashley & Crippen; Page 1, Panda Photography, Artray, Ltd., Ashley & Crippen; Page 4, Capital Press; Page 7, Alan Mercer; Pages 8, 9, Trans-Canada Air Lines, Geoffrey Frazer, Gottscho Schleisner, Ed Miley, Central Information Office, London; Pages 10, 11, Toronto Telegram, Toronto Star, Wide World; Pages 12, 13, Wide World; Pages 14, 15, Geoffrey Frazer, Everett Roseborough, Toronto Star; Pages 16, 17, Swedish Tourist Traffic Association; Page 18, Alan Mercer; Page 20, Clarke, Irwin; Page 22, Reginald Saunders; Page 27, MGM; Page 29, Columbia; Page 32, International News Service.

Ross Willmot

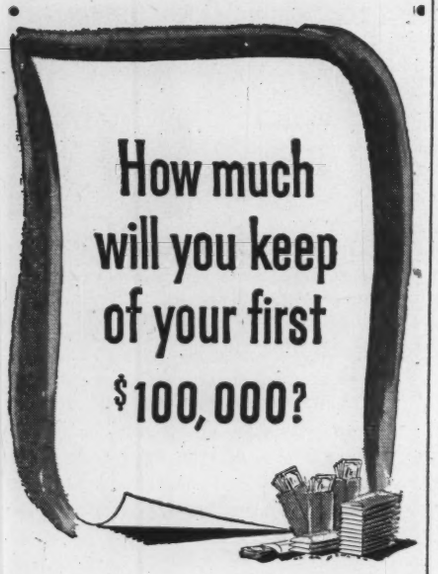
Ross Willmot spends much of his spare time as secretary-general of the International Society of Aviation Writers (750 members in 40 countries). The modern air terminals he inspected on his recent overseas tour with ISAW moved him to contrast them with those in Canada, in the authoritative article on Page 8. As freelance, editor and reporter, he has won several aviation writing awards. Formerly in information work with the Department of External Affairs and Avro Canada, he now handles PR for the Canadian Hunting group.

R. A. Francis

Another recent overseas visitor was Bob Francis of Vancouver who explores the attractions of Sweden in the travel article on Page 16. More than 5,000 Canadians visited that country last year (largely through convenient air services) to enjoy real Smorgasbord, ancient castles and modern cities and the hospitality of a people with English as a second language. In addition to SATURDAY NIGHT, Mr. Francis is a contributor to *The New York Times, Newsweek, Canadian Business* and aviation periodicals.

J. W. Doswell

Canada's easy-to-follow income tax forms are an expensive luxury, J.W. Doswell, income tax department manager for the Royal Trust Company says. Mr. Doswell, a former special investigator with the Toronto taxation office, of the Department of National Revenue, points out where we lose money because of ambiguous, overlapping regulations. He also shows how we could change the regulations and save money, on Page 18.



Believe it or not, you'll likely earn more than that during your working years.

So the big question is: How much of this will still be yours when you decide to retire? Or have to?

You owe it to yourself to make sure you keep enough.

Bank a *regular* amount from each pay from now on . . . at the B of M.

And hold on to a worthwhile share of the *fortune* you will earn.

"MY BANK" TO 2 MILLION CANADIANS B of M

BANK OF MONTREAL

Canada's First Bank

Letters

Origins of Sin

I have read your editorial with much pleasure. Up until now I had always thought that you were against sin.

BRANTFORD — JIM ROBERTS

. . . obviously you are another of those persons who have smuggled *Peyton Place* into Canada and read it twice. I am ready to acknowledge you as an expert on sin.

WINDSOR — LUCIEN PETERS

When some of our clergy go too deeply into the details of sin (you were quite specific yourself) I begin to suspect such an intimate knowledge. Most of us sinners need no explicit directions from the pulpit.

TORONTO — RONALD WELLS

. . . I see that you are completely in favor of the abolition of sermons. If the preachers didn't denounce sin what would they have to talk about?

WINNIPEG — LUDOVIC BOYKO

Tattered Banner

If the 2,000 flag designs submitted to the Government, (S.N., Feb. 1) resemble the usual samples, it's no wonder we have no Canadian flag. Some that the writer has seen look like designs for kitchen linoleum, and some like the doodlings on a telephone pad.

Apparently, people interested in the idea of a Canadian flag are incapable of design, good designers aren't interested in a Canadian flag, while the Government appears to feel that we need a national flag the way we need a hole in the head.

VICTORIA — R. M. BLAIR

Closure

Mr. Stevenson states that closure was introduced by the Borden Ministry in 1911. As a matter of fact, the Laurier Ministry was in power until the summer of 1911, and the Borden Government took office in the late summer or fall of that year. Closure was introduced in March, 1913, during the committee stage of the naval bill, and after the House had sat *continuously* beginning with Monday, March 3, for two weeks.

As a very young member of the House of Commons debate staff at that time, I remember the sittings which began at 3 p.m. on Monday and continued, without rising, until midnight on Saturday, for two weeks. There was no recess, except for dinner, between 6 p.m. and 8 p.m. each day, and no time limit on speeches; and it was not uncommon for members to speak for as long as six hours at a time.

It was to break this deadlock that the closure rule was introduced, as with the giants who sat in parliament in those days, debate could never have been terminated otherwise.

WEST SHEFFORD, QUE. — L. A. KEARNS

Why Not Panic?

In his analysis of Canadian Education, "Let's Not Panic" Mr. Savage points out that "from 12 to 15% of the population of Canada is intellectually capable of doing university work successfully".

It would be interesting to know how the writer arrives at this figure. If it is based on Senior Matriculation results, as it appears to be, it is obviously fallacious. The majority of Canadian students leave school at the age of sixteen, at least a year before they are ready to attempt the Senior Matriculation test. Most of them leave to go to work.

The one striking advantage that the Soviet educational system offers over our own is that it screens its children from the earliest grades. As a result, every Soviet student who is intellectually capable of doing university work is provided with the opportunity, regardless of the financial standing of his family.

Even if Mr. Savage bases his figures on the general assumption that only 12 to 15% in any society is "college material" this still leaves the Canadian system at a disadvantage. It means we are drawing our university enrolments from a limited group instead of from the whole country—a point that the writer is careful to overlook.

WINNIPEG — JOHN MELROSE

H-Bomb Power

It seems a great pity that the announcement of the first steps towards harnessing thermonuclear fusion — "H-Bomb power" — should have sparked off a controversy between Britain and America over the rather pointless question of "Who was first?"

Indeed at the moment Admiral Strauss, US atomic energy chief who is alleged to have vetoed Britain's announcement of her

achievements last year in order to allow his American scientists to "catch up", is a much criticized man in the British Press.

What are the facts?

Simply that Britain has been engaged on ZETA — the machine which is creating controlled fusion — for nearly ten years. The Americans started work on their equivalent machine, called the Stellarator, and still incomplete, several years later.

The result is that British scientists working at the top-secret atom laboratories at Harwell, in Berkshire, succeeded in creating temperatures of 5,000,000 degrees for the scientifically long time of thousandths of a second. The Americans have achieved similar temperatures — but only for millionths of a second.

The really important point, though, is that the Western world is leading all attempts to harness this tremendous power, which will draw its fuel — heavy hydrogen — from the sea.

LONDON, E.C. 4 JOHN CARTERET

Odd Man Out

You say that Paul Martin owes his recent defeat largely to "the tradition that the headship of the party should be held alternately by a representative of one of the racial basic stocks". In other words, basic qualifications don't count where it is a question of alternating basic stock, and the odd man is bound to be out, no matter what his special capacities.

Isn't it about time the Liberal Party broke away from this see-saw setup of movement without progress and arrangement without selection?

LONDON R. S. WILLIAMS

Warming Words

Thanks for the interesting picture-story on the Festival of Wales. I had been considering a visit to Britain this summer and this piece has now led me to a firm decision to go. Although of Welsh descent, I have never been there and I am looking forward keenly.

GUELPH OWEN WILLIAMS

That excellent article on Ned Pratt will be read by thousands of Ned's friends and ex-students with the deepest interest and pleasure. Your writer has caught the essential quality of the man and poet in a remarkable manner.

VANCOUVER E. W. CHAPIN

Hurrah for the two articles on the fiasco of the CF-100. Here is a biting object lesson for the new Government in what not to do. But they seem to be more occupied with politics than the safety of the country . . .

REGINA WILLIAM ANDERSON

fly Canadian Pacific on the Southern Route to

ROME & PARIS

via LISBON and MADRID
there's more to see
AT NO EXTRA FARE!

Add a new dimension to your Europe holiday! Canadian Pacific shows you sunny Lisbon on your way to Paris . . . historic Madrid en route to Rome. Enjoy Europe's LONGEST summer–April through October. The fare? No more than via the ordinary way! Book now on Canadian Pacific's direct new service from Toronto and Montreal. Enjoy superb cuisine, world-famous hospitality whether you go First Class or Tourist.

See your Travel Agent or any Canadian Pacific office for details on Family and Immigrant Fares, the Pay Later and Extra Cities Plans.

Round Trip 15-Day Tourist Excursion Fare

TORONTO - PARIS *via Lisbon* * **$490.00**

TORONTO - ROME *via Madrid* * **$580.40**

**connecting carrier from Lisbon and Madrid.*

Fares from Montreal as low as - - - $452.00

Canadian Pacific AIRLINES

WINGS OF THE WORLD'S GREATEST TRAVEL SYSTEM

Ottawa Letter

by John A. Stevenson

The PM and Parliament

A FAMOUS SOAP advertisement used to show a baby clamoring and reaching out for a cake of it under the caption "he won't be happy 'til he gets it." For weeks past Prime Minister Diefenbaker has had the same craving for a dissolution and, now that he has secured it he ought to be happy.

It was almost unthinkable that the Governor-General would refuse his request for a dissolution despite the fact that none of the recognized grounds for making it existed. Sir Winston Churchill, who has always proclaimed himself a child of the House of Commons, once declared that a Parliament should never be dissolved until its utility was exhausted and there was no exhaustion of the utility of one of the best parliaments that Canada has ever enjoyed. The claim advanced by the Prime Minister as his excuse for dissolution that the situation in the House of Commons had become intolerable since Mr. Pearson assumed the Liberal leadership will not bear examination because the government's legislation, some of which was admirable, had not encountered any obstruction outside the limits of legitimate criticism and had always been passed by decisive majorities.

By the curt announcement of the doom of this excellent parliament just before the adjournment on February 1, Mr. Diefenbaker meted out to it even more disrespectful treatment than was accorded to an earlier parliament in 1940 when Mr. Mackenzie King aroused the wrath of the Tory party by a summary termination of its life. The Prime Minister by this performance finally washed out his party's claim to be a staunch defender of the rights of Parliament, which was its best counter in the last election.

Of course a ministry always feels uncomfortable, when it does not possess a working majority in the House of Commons, but the personal discomfort of Ministers is also an assurance that they will be diligent and reasonably efficient in the performance of their administrative duties and careful not to embark upon rash misguided policies, which might alienate voters. Even if Mr. Diefenbaker were to secure the mandate of a real majority in the House of Commons, he still would be without a completely free hand in regard to legislation since, for a good many years to come, unless the Senate is reformed, its Liberal majority will be able to block any measures which are unpalatable to it. Meanwhile, in the minds of a substantial number of intelligent voters, the impression is growing that the late House of Commons was a much more satisfactory body than any of its recent predecessors.

A group of tired Ministers, in which zeal for blazing new trails for reform

Campaigner Diefenbaker: Happy now.

was fading, were replaced on the right of the Speaker by another band of politicians who having come fresh to the work of administration, have imparted some vigor to the management of the country's affairs and are naturally anxious to convince the country that they are well equipped to give it good government. They found all the parties in Opposition willing to approach their legislation in a friendly spirit but at the same time these parties did not waive their rights to offer constructive criticism and there was a more exhaustive scrutiny and dissection of ministerial measures than in any recent Parliament.

There is general agreement in Ottawa, endorsed by some of the warmest friends of Mr. Pearson, that he made a very unhappy debut in Parliament as leader of the Opposition and it is still a puzzle why so intelligent a politician adopted such a calamitous course. It was natural that he should feel obliged to live up to the promise, which he gave in his speech of acceptance at the Liberal convention, that he would wage relentless warfare upon the Government. But apparently some advisors with the mentality of the backroom boy, who is usually just a bit too clever to be really wise, converted him to the idea that, while he must challenge the right of the Government to retain power, he must at all costs avoid the onus of forcing a dissolution and leave that responsibility on the shoulders of Mr. Diefenbaker.

This apprehension about the effect of the onus of a dissolution was ridiculous. In 1940 Mr. Mackenzie King, after a nominal fulfilment of a pledge to hold a session of Parliament before an election, ended its life summarily by a dissolution, which most constitutional authorities pronounced reprehensible. But the polls revealed that most of the voters had turned a deaf ear to the fulminations of the Opposition about his conduct and that it cut no ice in the campaign. Mr. Pearson would have escaped a black mark against his skill as a political tactician if, after making a comprehensive indictment of the policies of the Government, he had moved an amendment urging sympathetic consideration of the trade proposals of the British Government.

But the long and woolly amendment which he did move was a complete reversal of the decision taken by the leaders of the Liberal party last June when they interpreted the verdict of the voters as a condemnation of their own record and a mandate for the Progressive Conservative party to take office.

In the months since elapsed the Diefenbaker Ministry has through inexperience made some quite serious mistakes, but it has on the whole made an honest effort to fulfil pledges given during the last election and its effective control of the House of Commons has been proved by its decisive majorities in all divisions. Meanwhile the Liberal party had changed its leader and accomplished a modest revision of its official program but it had done nothing to support a claim for restoration to power without the authority of a popular mandate. So Mr. Coldwell was fully justified in saying that, if his party supported such an amendment, it would deserve to be branded as "unintelligent" and one of his followers, Mr. Cameron (C.C.F.—Nanaimo) aptly described it as a piece of effrontery which proposed that the Liberal party after being thrown out neck and crop by the front door should be allowed to creep in through the back door.

But the worst result of Mr. Pearson's

naive amendment was that it gave the Prime Minister a heaven-set opportunity to adopt the congenial role of prosecuting counsel and, employing all his armory of flouts, jeers and menacing gestures, to deliver a deadly indictment of the course followed by Mr. Pearson and expose some grave inconsistencies in his pronouncements. He made great play with a confidential report compiled in March 1957 by Mitchell Sharp, now Deputy-Minister of Trade and Commerce and submitted to the Cabinet which had forecast an impending recession in business and he made it the basis for the charge that, when they had cognizance of the warnings of this report, Mr. Pearson and his former colleagues had been guilty of deceiving the Canadian people by blithe assurances that there were no clouds upon the economic horizon to dim the prospect of a continuance of the high prosperity which Liberal policies had produced.

Paul Martin (Lib.—N. Essex) was outraged by the conduct of Mr. Diefenbaker in using the confidential report of a civil servant for partisan ends and has on his side the high authority of a great Liberal statesman, Mr. Gladstone, who once expressed his repentance for using a similar confidential report at Westminster. The reality is that Mr. Sharp's report was merely a summary of conclusions drawn from the evidence of the monthly economic surveys of the Bureau of Statistics to which anybody has access and that it hardly merited the description "confidential". Mr. Pearson and other Liberals had tried to fasten the blame for unemployment upon the Tories and the report gave the Prime Minister material for the retort that the Liberals had been forewarned about the threat of unemployment but had done nothing to avert it. But the report merely noted that certain tendencies in the economy were ominous and did not advocate urgent remedial action.

However it was good grist for Mr. Diefenbaker's mill as was a speech delivered last July at San Francisco by Mr. Pearson in which he had warned his audience that Canada's huge adverse trade balance with the United States could not continue indefinitely. The obvious objective of the Prime Minister's lengthy tirade—for such it was rather that a reasoned argument—was to achieve at the very start of Mr. Pearson's leadership an ascendency in debate over him. His decisive success in this first duel, in which Mr. Pearson played into his hands, made the Liberal members look as if "with rue their hearts were laden". Indeed it washed out temporarily the invigoration of spirit which they had derived from the convention of the previous week. But victory in one skirmish does not mean that a war is lost and Mr. Pearson ought not to find a retrieval of an initial error beyond his powers.

A Montevideo warehouse "up to its ears" in wool. The gentleman with the striped tie is the manager of the Royal Bank branch in Montevideo, picking up pointers on the wool business.

What's a banker doing here?

He's learning about his customer's business at first hand. Of course, visits like this won't make him an expert grader, but this Royal Bank manager *does* know a lot about the financial operations of the wool business.

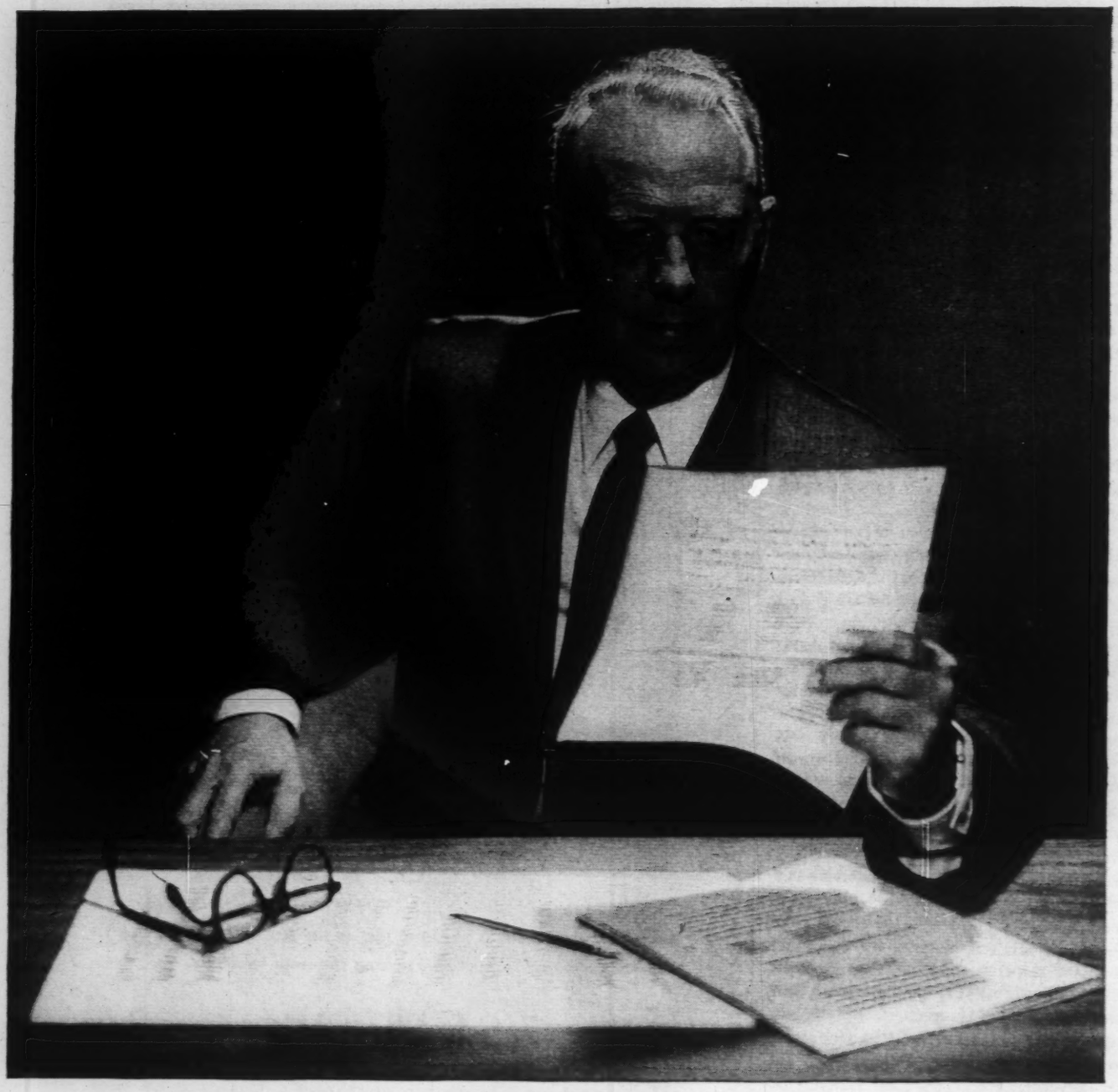
This habit of seeking information first-hand is typical of Royal Bank managers everywhere . . . one reason why the Royal stands so high at home and abroad and why it is Canada's largest bank.

**The Royal Bank has been established in Montevideo since 1919.*

THE ROYAL BANK OF CANADA

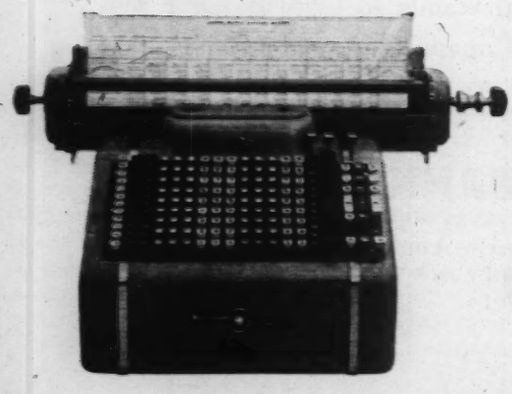
ASSETS EXCEED 3¼ BILLION DOLLARS

OVER 900 BRANCHES IN CANADA, THE WEST INDIES, CENTRAL AND SOUTH AMERICA. OFFICES IN NEW YORK, LONDON AND PARIS.



This man is armed!

He has all the facts and all the figures about his company at his fingertips . . . because Burroughs Sensimatic's new Management Control concept puts them there, keeps them there! Yes, "live ammunition" to support his recommendations; to crystallize management decisions realistically.



Every businessman faces moments of decision when he must be armed with accurate, up-to-the-minute facts and figures. Figures on inventory, for example. On accounts receivable and payable. On sales. Production. Disbursements. Payroll.

And that's the job of the Burroughs Sensimatic accounting machine. Its advanced concept of Management Control can provide a comprehensive, consolidated picture of your current business operations at *any* time.

Do you need faster facts, indisputable figures? The Burroughs Sensimatic and its guide plan of Management Control is your answer. Call our nearest branch. Burroughs Adding Machine of Canada, Limited. Factory at Windsor, Ontario.

Burroughs Sensimatic

Burroughs and Sensimatic—TM's

Saturday Night

The Tug-of-War In Cigarette Sales

by James Fielden

Crop-buying system recently changed from whole-crop buying to "Dutch" clock auction sale.

Canadian cigarette smoking is increasing fast, creating new rivalry in a $565 million market. One result is a change in crop-buying methods.

SOUTHWESTERN ONTARIO, heartland of Canada's tobacco growing industry for decades, is the focal point in an international tug-of-war for this country's $565 million annual cigarette sales.

Chief participants are Imperial Tobacco Co. of Canada Ltd. (a subsidiary of the British-American Tobacco Co. of London), W. C. Macdonald, Rock City, Canadian Tabacofina Ltd. (a subsidiary of Union Financière Belge des Tabacs Société Anonyme of Brussels) and Rothmans of Pall Mall Canada Ltd. (a subsidiary of Rothmans of Pall Mall of London which in turn is controlled by Rembrandt Tobacco of South Africa).

When Tabacofina invaded the Canadian market last summer and Rothmans in October, Imperial Tobacco, Rock City and Macdonald shared about 97 per cent of Canadian cigarette sales. Imperial alone accounted for something more than 50 per cent of the 27,000 million cigarettes sold annually in Canada. Their big selling brands included:

Imperial—Players, Sweet Caporal, Philip Morris, du Maurier, Viceroy and Matinee.

Rock City—Black Cat, Sportsman and Craven A.

Macdonald—Export, Menthol, Daily Mail and Skyways.

CONTINUED ON PAGE 47

Canada's greeting to world travellers: Dorval International Airport, Montreal. Terminal buildings are "cheap, cramped".

Our Shabby Airports: A

by Ross

CANADIAN AIRLINERS and flying facilities are recognized as among the world's best but our airport buildings are undoubtedly among the world's worst.

In 1956 scheduled Canadian airlines carried three and a half million passengers. By 1960, if they continue to follow the pattern of U.S. carriers, they will carry half as many again. By 1970 the number of Canadian air passengers may have tripled.

New jet transports will soon be whisking a greatly increased number of passengers across the Atlantic to Canada in less than six hours. Unless our air terminal facilities catch up with the times, these passengers will be spending more than six hours poking about our dingy airports and finding their way into the city.

Site of sign is Malton Airport, surely not one of the brightest gems in Her Majesty's crown operations.

With a group of Canadian and American aviation writers I recently inspected airport terminals in Sweden, Norway, Denmark, Belgium, France and the United Kingdom. In marked contrast, Canadian airports lack amenities and recreational facilities and often necessary services. Frobisher on Baffin Island, for example, which is being publicized as an international way station, did not even have sanitary conveniences when I passed through there this summer and the "waiting room" was small, windowless, unheated and incredibly dirty; furnished only with two backless benches. Frobisher, like many Canadian air terminals, is behind early railway sta-

When other countries put up air terminals, beauty of architecture combines with a functional design in startling contrast to Canada's drab buildings.

Dallas, Texas, (pop. 300,000) put up this $7.5 million terminal. It is expected to earn more than $1 million revenue annually by 1960.

In St. Louis more than half the space in modern domed airport is rented to restaurants and shops catering to tourists. Terminal operates on a profit.

A National Shame

Ross Willmot

tions so far as facilities go.

Basically the difference between our terminals and those elsewhere seems to be that in the United States and Europe they were built for comfort and convenience of air travellers. Ours seem to have been built to supply only a shelter while the necessary ticketing and other formalities are completed. Elsewhere air terminals have luxurious bars, shops, restaurants and even nurseries and cinemas.

In large cities outside Canada the air traveller finds his comfort begins at a downtown terminal where his

CONTINUED ON PAGE 45

Weary travellers on European routes can relax and eat in modern passenger lounge at London Airport.

Overseas passengers at New York's Terminal City are cleared by immigration officers in cheery atmosphere.

How We Cover Up Our Racial Abuses

by Gordon Donaldson

LAST FALL, as Canadians boiled with righteous indignation over the race riots in Little Rock, Arkansas, a small crowd gathered on a quiet Vancouver street.

A real estate salesman had just shown a Chinese-Canadian family through a house which was for sale. The crowd outside, in cultured loud tones, told the salesman: "We don't want any Orientals, Jews or Italians on this street."

There was no violence, no stones were thrown; but the salesman and the family got the idea. They moved on.

About the same time the Sault Ste. Marie *Daily Star* published an editorial defending Northern Ontario motel and resort owners who were refusing Negro guests. The *Star* reasoned the resort people couldn't afford to antagonize American tourists who didn't happen to like Negroes.

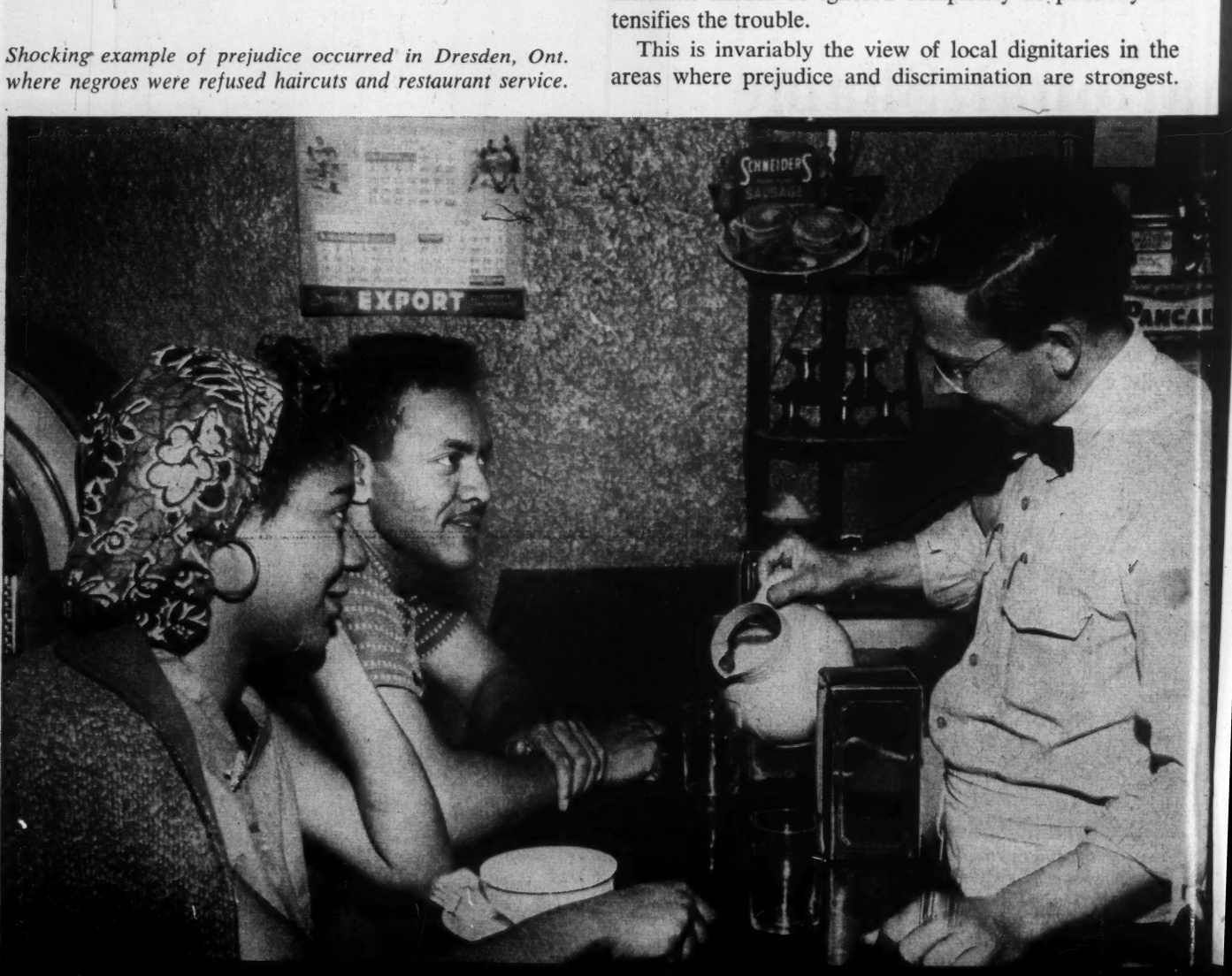
It called the Ontario Fair Accommodation Practices Act, which specifically forbids such discrimination, "foolish" and "restrictive."

Similar arguments were used by several of 38 Toronto apartment house owners asked if they would rent to Negro people. (50 per cent indicated they would not).

"There are white South Africans in that block," said one landlord apologetically, "and — well, you know how *they* feel . . ."

Small incidents, all of these. Thousands of them occur every year. Canada's race problems are so polite and pallid compared with those of the United States that they rate few headlines. Many well-intentioned people feel the incidents should be ignored completely as publicity intensifies the trouble.

This is invariably the view of local dignitaries in the areas where prejudice and discrimination are strongest.



Shocking example of prejudice occurred in Dresden, Ont. where negroes were refused haircuts and restaurant service.

Barbados Premier Adames; "Your Immigration laws are worse than the McCarran Act in U.S."

Little Rock incident in U.S. made world headlines. Canadian examples are not publicized.

Local dignitaries and well-intentioned people feel that incidents should be ignored but publicity and legal action are needed to break the color barrier.

The pattern of prejudice varies across the country. In the Maritimes, Negroes are partly segregated and have difficulty finding white-collar jobs; in Central Canada, Jews and New Canadians as well as Negroes meet prejudice in jobs and accommodation; on the Prairies, Indians who leave the reserves are the big problem and on the West Coast, the Orientals.

Race feeling seldom flares up in Canada. The most dramatic recent example was the Dresden case, which lasted two years and received wide publicity. Millions of Canadians were shocked to learn there was an Ontario town of 1,700 people, 300 of whom were not permitted a shave in a barbershop, a game of pool or a meal in a restaurant because they were Negroes.

Two years ago I returned from covering the Autherine Lucy riots and the re-birth of the Ku Klux Klan in Alabama to attend another in the long series of court hearings which finally broke the Dresden color bar.

I heard the very same arguments — "Education, not legislation is the answer," "These people are pushing us too hard, too fast", "The trouble is all caused by outsiders" — that the Southern segregationists had given me.

At last, after a judicial inquiry, two court cases and two appeals, a cafe owner paid a $50 fine for race discrimination. He served cups of coffee to the next two colored people to enter his cafe — and peace returned to Dresden.

The color bar which has been in force more than a century — since "Uncle Tom" Henson led the first runaway slaves to Ontario from the South — was ended through publicity and legal action.

It was not stopped by "education" or sermons on the brotherhood of man — the local clergy, with one exception, tried to dodge the issue; so did the teachers.

Since the war, Canada has introduced an impressive number of laws designed to stamp out discrimination in employment and housing.

There are seven Fair Employment Practices (FEP) Acts: the Dominion Act (1953) Nova Scotia (1955) New Brunswick (1956) Ontario (1951) Manitoba (1953) Saskatchewan (1956) and British Columbia (1956).

Ontario was first in the accommodation field with its Fair Accommodation Practices (FAP) Act (1954). Saskatchewan followed with a similar act in 1956. Premier Leslie Frost called the Ontario FAP the proudest piece of legislation of his career. Later it proved to have a large hole in it: it could not be applied to housing.

Other human rights measures include Saskatchewan's

CONTINUED ON PAGE 46

The world is talking about the theory of disengagement propounded by a U.S. expert which might well alter the future conduct of the West.

by Maxwell Cohen

Russian expert Kennan first came to notice as writer of "Mr. X" plan for the cold war.

The Kennan Thesis

THE WORLD MUST BE hungry for cassandras and prophets. How else explain the extraordinary response to George Kennan's Reith Lectures given over the BBC during November and December last while he is visiting professor of history at Oxford? For the calm words of an academic, discussing matters of high policy, to have been seized upon by editors, statesmen and scholars and with an avid relish for all of their clear or hidden meanings, suggests a deep need at this moment for ideas to lead us out of the labyrinth of continuing crisis. In a personal sense the response was a triumph for Kennan himself. It must have given him a satisfaction almost as intense as revenge when he remembered the cool indifference of the Eisenhower administration to his talents, for he had been rejected at the height of his powers as one of the ablest career diplomats experienced in the ways of the Soviets.

It was not to be expected that Kennan's ideas should have evoked approval in every quarter, although the tone in which the talks were delivered was easy, informal, detached and intrinsically unprovocative. As reported in *The Listener* — they are to be published in book form later this year — his lectures read with surprising ease and they touch with a sure, unheavy hand on almost all of the main political themes that trouble international politics today.

The fact that he has been attacked by Dean Acheson and sharply reprimanded by Prof. G. F. Hudson takes away nothing from his achievement in compelling us to re-open the great debate and in providing laymen and statesmen alike with a catalogue of ideas and a definition of issues; indeed he has brought to the general public a sense of opportunity to participate in the re-fashioning of fundamental views on how shall we live in peace with the Soviets on a nervous, crowded planet.

What is Kennan's thesis? Before attempting to grasp the core of his present thought it may be worth while returning to what he said ten years ago in the celebrated article by "X" in Foreign Affairs (July 1947), entitled "The Sources of Soviet Conduct". Two quotations are in point:

". . . it will be clearly seen that the Soviet pressure against the free institutions of the Western world is something that can be *contained* by the adroit and vigilant application of counter-forces at a series of constantly shifting geographical and political points, corresponding to

the shifts and manoeuvres of Soviet policy, but which cannot be charmed or talked out of existence. The Russians look forward to a duel of infinite duration, and they see that already they have scored great successes".

The article concluded with the following quite remarkable statement if applied to the situation today:

". . . the thoughtful observer of Russian-American relations will find no cause for complaint in the Kremlin challenge to American society. He will rather experience a certain gratitude to a Providence which, by providing the American people with this implacable challenge, has made their entire security as a nation dependent on their pulling themselves together and accepting the responsibilities of moral and political leadership that history plainly intended them to bear."

In 1947 the "cold war" and the "iron curtain" were in their infancy as clichés and as dangers. In 1958 we have almost come to the point where like a person with a chronic disease we are daily learning to live with the ailment. But, as with all disabilities, we hesitate to admit that there is no hope for a cure; and since the issues that have now become crystallized in our relations to the Soviet family involve the fate of mankind we are bound to look hard for solutions and to avoid as we would a plague any drift either to fatalistic submission to the disease or to a rash and violent therapy that holds out the chance of miraculous cure.

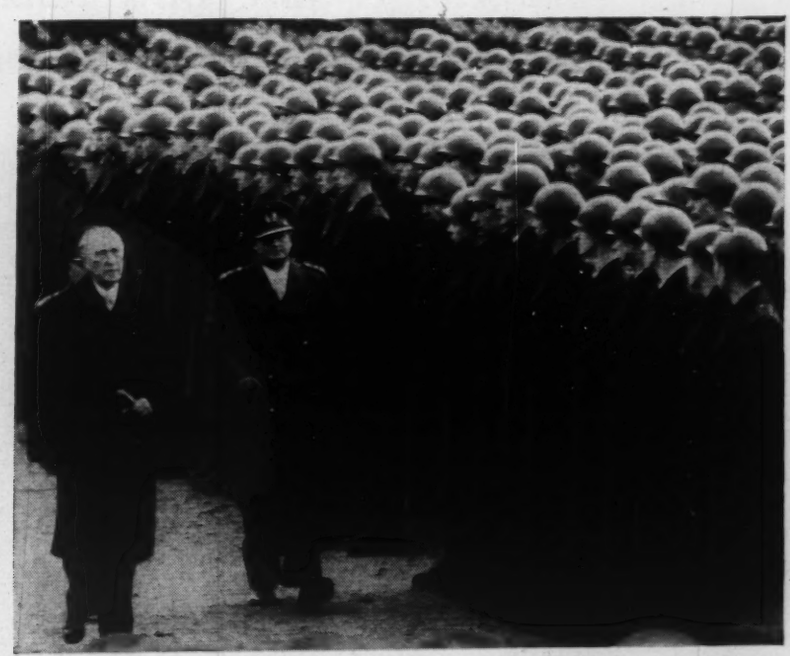
The difference, then, between 1947 and 1958, explains the movement of ideas in Kennan's thinking from containment to disengagement. For so much has happened that the world of international relations, of East versus West, is after a decade a different place. Stalin is dead. His succession which worried Kennan in 1947 and provided some hope that Soviet strength might be weakened by a battle among his heirs has not materialized. Instead, Khrushchev seems to have achieved the pinnacle of power with reduced tensions within the Soviet Union

CONTINUED ON PAGE 39

Repeat performance promised. Here Russian troops leave East Germany in a reduction of strength two years ago.

is New Cold War Debate

Truman's Secretary of State Acheson now denounces Kennan for unpractical ideas.



The new German army. Can the West allow it to fill the vacuum which would result from withdrawals by the Russians and U.S.?

Conductor of the Toronto Symphony, Susskind conducts with such ferocity that he loses three pounds during a performance.

Walter Susskind: Symphonic Dynamo

by Frank Rasky

Critics disagree about whether he is a "great" conductor or just "first rank" but his energy and inspiration are great for the box office.

WALTER SUSSKIND, new conductor of the Toronto Symphony Orchestra, debunks conductors who intentionally use showmanship to woo an audience. He deplores maestros who cultivate flowing locks, a biting repartee, or eccentricity on the podium, as "mannered exhibitionists". Yet Susskind himself is the most dynamic and flamboyant conductor ever to be employed, (at $25,000 a season), in the 50-year history of Canada's most venerable orchestra.

A youthful 44, the Czech-born conductor has piercing green eyes, walks with a bouncy spring, and grows his brown hair bushy down to his neck, to conceal a saucer-sized bald spot. At rehearsals, his feet are encased in open-toed beach sandals; his 5-feet-10 inches, 174 pounds are swathed in a zippered, open-necked blue sport jacket. He conducts with such tornado-like ferocity, that he loses three pounds at each performance, despite gulping Honey Dew drinks by the quart. At the end of each concert, his dress shirt is flapping with sweat; he simply tosses his dripping collar away.

He radiates strength. Indeed, he must keep six batons available; they snap in his powerful fingers so frequently. He claims he loses his temper only about once in three months. "If you blow your top more often," he says, "the men in the orchestra pick up the *Daily Racing Form* and grumble, 'Oh, well, the tyrant's off again.' " He will concede he doesn't suffer fools gladly. But his second wife, Jeanne, a lovely blonde of 29, laughs at his professions of meek restraint. "The truth is, Walter has a fiery temperament," she says understandingly.

Although he claims to disdain showmanship, he enjoys participating in stunts. At the last Christmas Box Symphony, he amiably led the orchestra padded out in a Santa Claus outfit and emitting appropriate "Ho-ho's." The Christmas before, equipped with sideburns, a guitar and pelvic gyrations, he rocked and rolled as a panto-

mime Elvis Presley through three concerts, while audiences howled with laughter.

Nor is Susskind averse to displaying his fantastic powers of memory. In the two years he has led the Toronto Symphony Orchestra, he has never consulted a score. His most monumental feat occurred last year: he conducted the 200-member Mendelssohn Choir and guest soloists, as well as the full orchestra, through *The Damnation Of Faust*—all by memory. A few weeks ago, in a further display of virtuosity, he simultaneously led the orchestra from his piano bench, while as soloist he performed Mozart's intricate *Piano Concerto No. 23 in A Major, K488*. He can read a piece of music through twice before going to bed at 1:30 a.m.—listening to the rhythms and harmonies in his head—put down the score, and recall the whole thing a few nights later when he performs.

In the admiring phrase of his concert master, Hyman Goodman, "He'll crack the whip, or stand on his head, or use an acid retort, if he thinks any of these psychological devices will mesmerize the orchestra into giving a better performance."

Recently, while putting the orchestra through their paces in Zoltan Kodaly's light-hearted piece about a Baron Munchausen-like liar, *Hary Janos,* Susskind did all but soar off the ground in his enthusiasm. Leaping off the tall orange stool, where he was perched beside the piano, hair flying, shoulders shimmying, he flailed his legs, and bawled out orders crisply. His commands are issued in a constant stream of instrumental phonetics. To his bass viol he cried: "Keep that pizzicato! Not yuk-chuk-chuk! But ya-pa-pa-pa!" To the trombone: "Try for a majestic fortissimo! Not so much baw-baw-baw-baw!" To the harp: "Keep up that nice diddley-um-diddley-um-diddley-um!"

Musicians are divided in estimating Susskind's ability. They all agree he has an awesome authority, a colossal memory, and a formidable command of technique. But they differ on whether he can be ranked with the great conductors—Toscanini, Stokowski, or Koussevitsky.

Susskind's admirers point out that Sir Ernest MacMillan, who retired two years ago at 62, after a quarter century of leading the Toronto orchestra, was of the old-fashioned school; he was influenced by the staid and ponderous Germanic style, and he sometimes appeared to be conducting over and over again variations of *Pomp And Circumstance.* But Susskind, they say, is of the vital, streamlined school; he is an urbane man-of-the world, who has travelled over 1,000,000 miles, guest-conducting on every continent and places as disparate as Singapore, Spain and Sweden.

Besides kindling a much-needed fire under the lethargic Toronto orchestra, his adherents maintain, Susskind has since campaigned for a Canadian national

CONTINUED ON PAGE 46

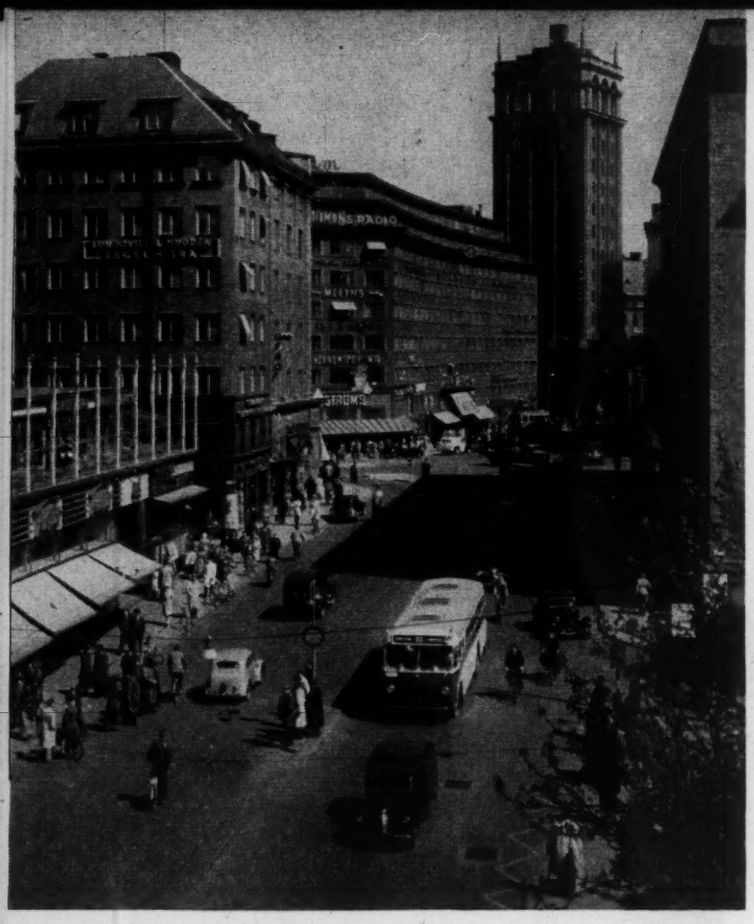
His wife Jeanne says Susskind has "a fiery temperament". They met in Melbourne, Australia, where she studied law.

The function of a good conductor, Susskind says, is to "conduct good."

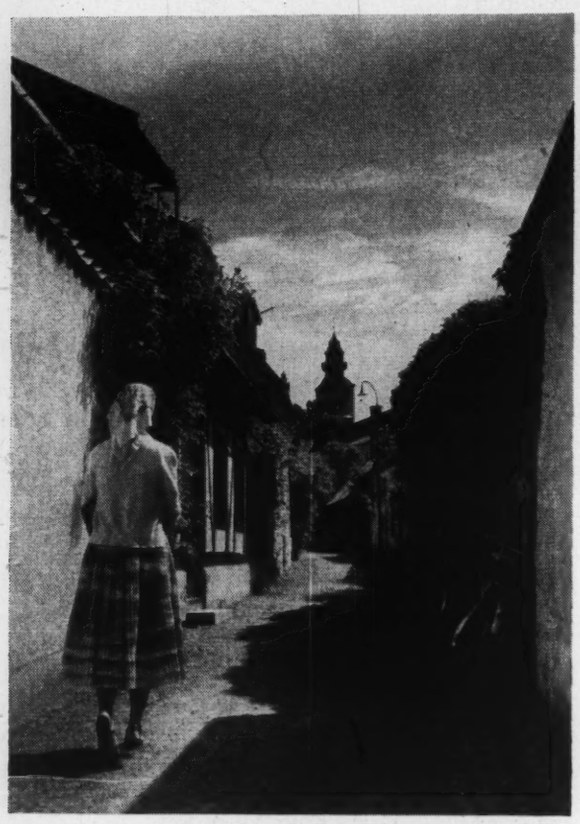
Concert master Hyman Goodman says Susskind would stand on head to improve performance.

One Toronto music critic says he has "a touch of greatness".

Travel



In Stockholm the Kungsgatan is one of the city's busiest streets and is lined with smart, modern office buildings.



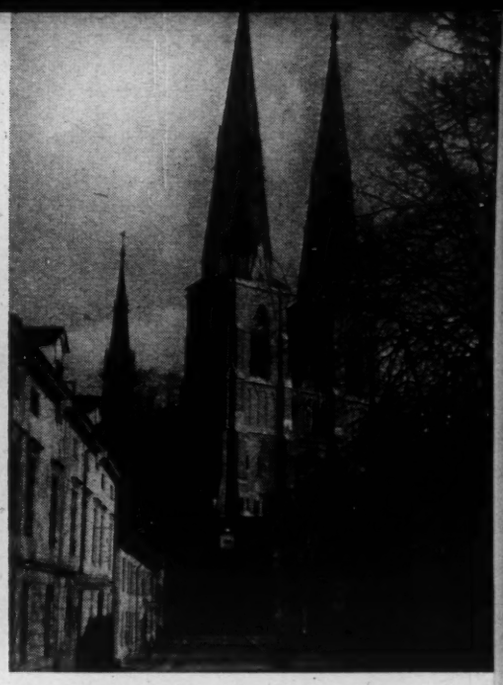
Visby, in Gotland, is the "city of ruins and roses" and its winding streets preserve the charm of ancient days.

Drottningholm Royal Palace, built in 1662, in French style adapted to Swedish requirements. It enjoys a stately park.

In Dalarna, on the Lake Siljan, people keep the ancient habit of going to church by boat. Bicycles and buses are used too.

Goteborg, with its Great Harbor Canal and Church of St. Christine was first planned by Dutch architects.

Along the steep, rocky shores of Bohuslan, narrow, winding fjords cut deeply into the country. It is an ideal resort for summer sport sailing and fishing.



Uppsala Cathedral, the largest church in Scandinavia, is from 13th century.

SWEDEN: Summer Playground

by R. A. Francis

CANADIANS SEEKING A CHANGE from the trend to sub-tropical holidays would find a vacation in Sweden a worthwhile interlude. This pleasant Scandinavian country lies somewhat to the north of the latitudes in which most Canadians dwell. But, tempered by the Gulf Stream, the weather is usually warm without oppressiveness in summer. July temperatures average 57 to 70 degrees, and often reach 80 in the south.

The surprising figure of 5,500 visitors from Canada have been in Sweden in each of the past two years. The Swedish Tourist Traffic Association, surely one of the most thorough and courteous promotion groups in a highly competitive business, anticipates a steady increase.

In this connection, though it is only uttered privately at this juncture, there is the wish if not the hope that the Scandinavian Airlines System may eventually gain passenger pickup rights at Winnipeg on its Los Angeles-Copenhagen service.

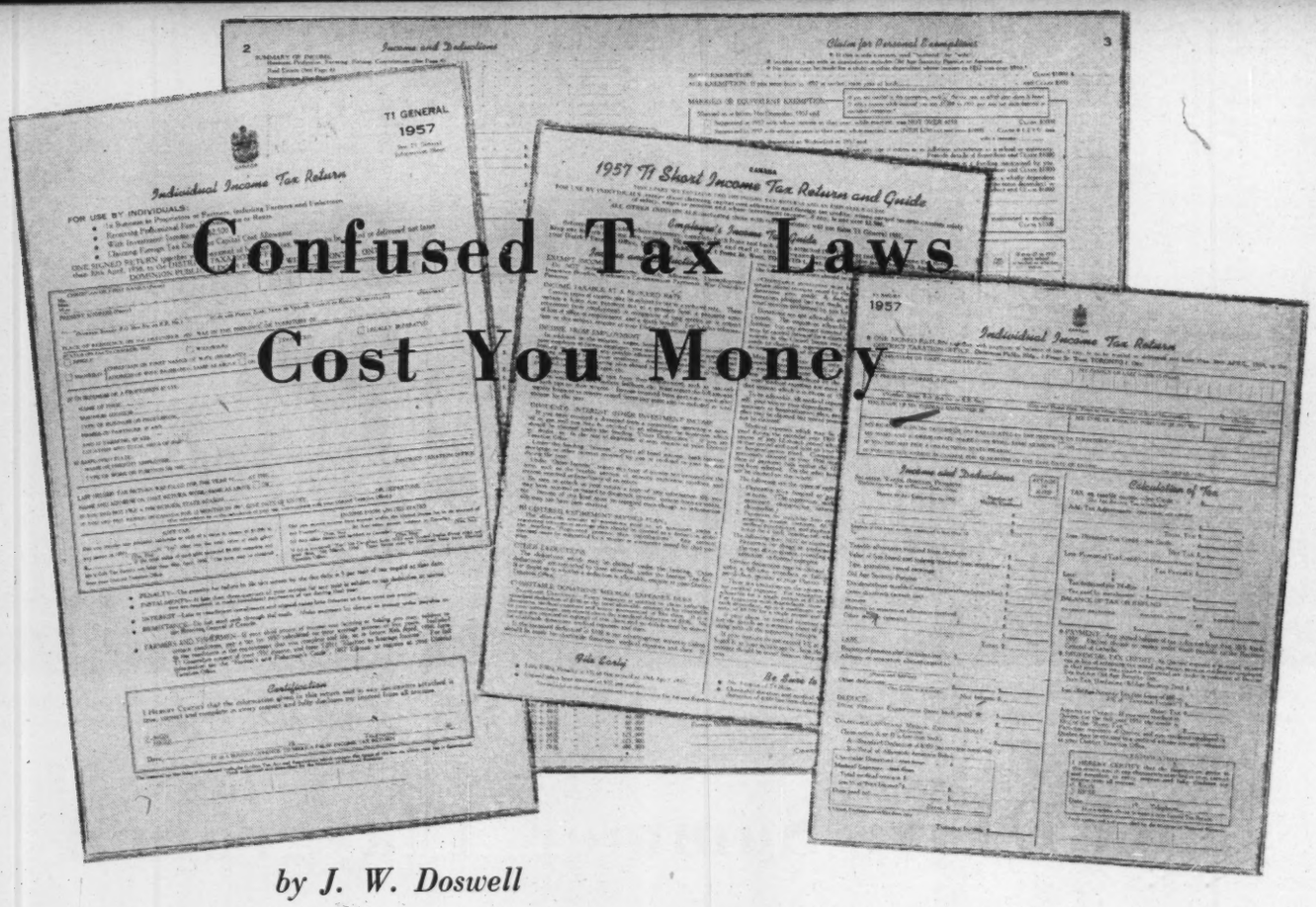
Meantime, it is not difficult to reach Scandinavia from either coast of this continent. There is the CPA polar flight from Vancouver to Amsterdam and on by SAS. Tourist class service runs to $436 one way and $805 return.

There is TCA operating from the west coast via Montreal and London, where SAS connects. The tariff is the same as CPA for tourist accommodation from Vancouver to Stockholm, and somewhat less from Montreal. There are higher and lower rates for first class and deluxe and for a 15 day excursion deal. Or for the traveller who wants to take advantage of the Scandinavian flavor from the outset, SAS itself operates from New York.

CONTINUED ON PAGE 43

From the Town Hall Tower in Stockholm, there is a fine view of the Old Town and the modern section of mainland.

Skoldinge mediaeval church and belfry. The church has many beautiful murals which date from the 17th century.



Confused Tax Laws Cost You Money

by J. W. Doswell

Lack of interpretation, ambiguity in wording, appeal rulings, cost dearly in money, inconvenience and confusion.

CANADA'S INCOME TAX laws are the simplest in the world. The income tax forms we fill out are also the most comprehensive. But this simplicity costs us dearly in money, inconvenience and confusion.

Our Income Tax Act contains about 350 pages; the Internal Revenue Code of the United States of America about 640. The United Kingdom Income Tax Act is certainly more complicated than ours. We Canadians are lucky to have fewer statutes to leaf through, but our limitations are not too clearly defined.

This lack of definition has created many problems. These problems arise chiefly because of interpretation or lack of interpretation and the activity of the Income Tax Appeal Board — set up in 1946 to allow taxpayers to appeal at a nominal cost income tax assessments they considered unfair — bears this out. As well as these problems which have been publicly aired, many other flaws arise strictly *through* interpretation by the Income Tax Department which has either never been questioned or has been upheld in court. Sometimes ambiguous wording in the Act is at fault.

Some sections of The Income Tax Act are just plain unfair and completely unrealistic.

Here are examples:

Case 1.

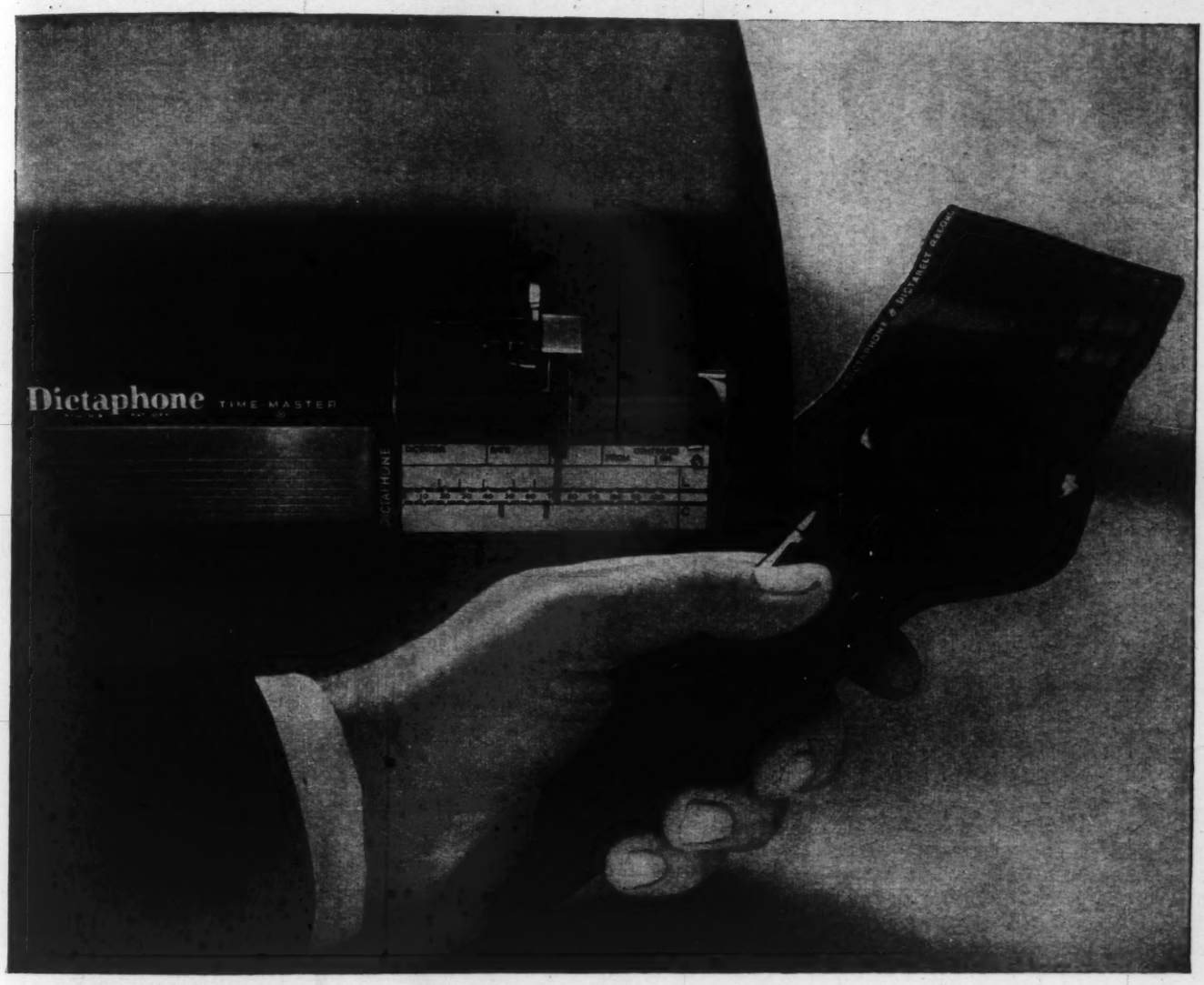
Canada levies a 2% Old Age Security Tax (maximum $60) on the taxable income of *all* taxpayers. Taxpayers who have income in the form of dividends from Canadian corporations can claim a tax credit of 20% of the amount of these dividends. *The 2% Old Age Security Tax cannot be reduced by this credit.*

Canadian taxpayers who invest in foreign corporations, the income from which is taxed by the foreign country as well as Canada, can claim a credit for this foreign tax withheld *and are permitted to reduce the 2% Old Age Security Tax by this credit.* True, in this case there is an actual cash loss which does not occur with Canadian dividends. But this cash loss is taxes paid to foreign countries which could and should be collected by Canada, and allowing this reduction seems to favour Canadian taxpayers who invest their funds outside the country. This is apparently directly opposite to the avowed aims of the government.

Case 2.

To qualify as dependents, a wife's income cannot exceed $250 per year and a child's income cannot exceed $950. Most married persons will agree that these amounts should be reversed, especially with today's inflated conditions. Newly-married couples especially find that, in

CONTINUED ON PAGE 44



Try it for 10 days on us

See how the Dictaphone Time-Master—*and its exclusive Dictabelt record*—increase secretarial efficiency at your office overnight!

The Dictaphone Time-Master dictating machine is the easiest, quickest, most economical method of business communications known. The main reason why is its exclusive Dictabelt record. The Dictabelt record gives you *visible* recording—you can always easily find your place.

What's more... dictation can *not* be erased from it accidentally. It's the lowest-cost dictation medium made. It requires *no* troublesome rehandling. Its positive, push-button correction system gives you rapid, letter-perfect transcription—every time. And it's the *clearest-to-hear* dictation record going.

If all that doesn't convince you, a free desk trial will. Send the coupon soon. You won't be sorry.

DICTAPHONE CORPORATION LIMITED,

Dept. SN-243, 204 Eglinton Ave. E., Toronto, Ontario

Yes, I *would* like a free 10-day trial of a Dictaphone Time-Master Dictating Machine.

Name_____

Company_____

Street Address_____

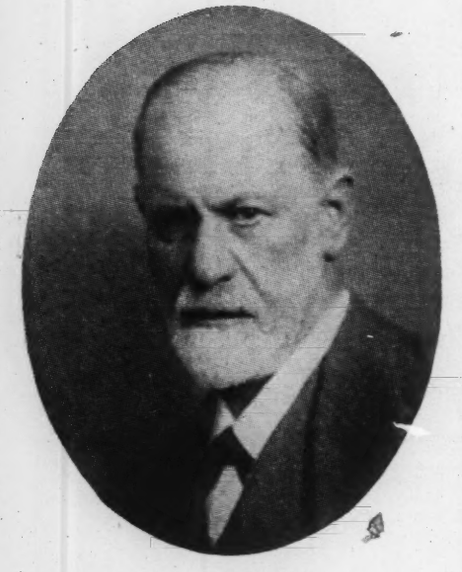
City and Zone_____ **Province**_____

Dictaphone, Time-Master and Dictabelt are registered trade-marks of Dictaphone Corporation

Books

by Robertson Davies

The Incorruptible Savant



From the Jacket.

"And so we take leave of a man whose like we shall not know again. From our hearts we thank him for having done, for having loved."

THE PREVIOUS TWO volumes of *Sigmund Freud, Life and Work* by Ernest Jones have already received extended notices in these columns, but I offer no apology for calling your attention to the publication of the third volume, for this is unquestionably one of the great biographies in English.

Its appeal cannot be as widespread as that of the biography of a statesman, an adventurer or an artist of some sort, for Freud was a scientist and much that is unfamiliar and difficult must be considered if his achievement is to be understood. Furthermore, although the book is full of great names, they are not names familiar to most readers on this continent, being those of European scientists and psycho-analysts. Finally, although the book is anything but neglectful of the everyday, anecdotal side of its hero's life, it makes no concessions to that public which likes to be assured that great men are, at heart, just like themselves. But as a complete, finely-organized account of the life and work of a very great man—one who was called by Dr. Gilbert Robin of the Paris Psychiatric Clinic "the most incorruptible savant in a time of corruption"—written with splendid simplicity, this book has not often been equalled and will not soon be surpasssed.

Dr. Jones has painted Freud warts and all, but the warts are remarkably few. We are startled by the arrogance which permitted him to call philosophy "a pitiable waste of intellectual powers", and we are shocked to read what he wrote to Arnold Zweig about the death of a former disciple, Alfred Adler: "I don't understand your sympathy for Adler. For a Jew boy out of a Viennese suburb a death in Aberdeen is an unheard-of career in itself and a proof how far he had got on. The world really rewarded him richly for his service in having contradicted psycho-analysis". We smile when we learn that the man who probed the innermost weaknesses of human reticence disliked having pictures or likenesses of himself made, and we may be charmed to read that he said of literature, "I demand something other from art than realism", and spent some of his last hours reading Balzac's *La Peau de Chagrin*.

We may be surprised to learn that Freud once lent Dorothy Thompson, whom he did not know, £100 because she needed it in a hurry, and that he was for many years on friendly terms with Yvette Guilbert. The Freudian sense of humor is also remarkable. When the Gestapo invaded Freud's home in 1938, Mrs. Freud spread all the household money on the dining table with the courteous bidding, "Won't the gentlemen help themselves?" And when the S.S. men took 6,000 Austrian schillings (approximately $1,200) from the safe, Freud remarked ruefully that it was more than *he* had ever been paid for a single visit. This gentle intellectual ribbing of the Nazis continued even when Freud was commanded to sign a document saying that the Gestapo had allowed him every freedom and offered every courtesy; he asked permission to add this sentence: "I can heartily recommend the Gestapo to anyone". That sort of joking demands courage.

Courage Freud possessed in the fullest measure. This third volume of his life is a tale of great fortitude under extreme distress. It was in 1923 that his cancer of the jaw first revealed itself; from then until his death in 1939 he underwent thirty-three operations; but worse, he had to wear a prosthesis which provided him with the missing part of his jaw and part of the roof of his mouth; this object, called by him "the monster" was at all times painful, and often excruciating; but his biographer records that on only one occasion—and then very briefly, during the course of an operation—did he offer complaint.

The cancer was blunt necessity, he said, and could only be met with mute submission. He took no relieving drug until the last year of his life, when he occasionally swallowed a few tablets of aspirin, for he preferred to suffer with his mind clear, rather than to be at ease, with his thinking clouded. And this, we must remember, was the heroism of a physician who knew very well what was happening to him, and who had no religious faith to explain or mitigate his suffering. Under these cruel conditions he wrote some of his finest things, and continued to treat his patients.

Such suffering, borne so bravely, commands our admiration; but how are we to regard a man who made these conditions secondary to a life of arduous thinking and writing which offered, in Thomas Mann's phrase "a guide to hitherto undreamt-of regions of the human soul"? Before self-domination of this kind we can feel only awe, the tribute of mankind to greatness.

Freud's writing was distinguished for its eloquence and clarity, and his friendships among men of letters were many. Arnold and Stefan Sweig, Romain Rolland, H. G. Wells and Thomas Mann are but a few of the writers who were his friends. The influence of psycho-analysis on literature has been very great, and upon the whole beneficient. It is true that much trashy work makes use of Freudian trappings; but every great discovery has had some influence on literature, and psycho-analysis cannot be dismissed because silly little men have used it in silly little ways. Psycho-analysis has given a new dimension to criticism, and when it is used by a man

of John Livingston Lowes' intellectual stature it results in such a book as *The Road to Xandu* (1927); Edmund Wilson is another critic whose approach is strongly influenced by Freud, and whose valuable work on Kipling and Dickens (to name but two) is the richer for a psychoanalytical technique.

Among novelists there can be few of any importance during the past quarter of a century who are not in Freud's debt. James Joyce is an obvious example; Ivy Compton-Burnett, much less obvious, is no less indebted. In Thomas Mann we see what happens when Freudianism is part of the armory of a great literary artist; in the work of countless others we see what happens when a misunderstood Freudianism is allied with a mediocre but turbulent intellect. The trouble with too many authors is that they will not read Freud, and ponder his work, nor will they let him alone; they are content with a shallow and erroneous impression of his work, and what they produce is, in consequence, a muddled romanticism. James Gould Cozzens is, for instance, a writer more truly influenced by Freud than James Jones, all appearances to the contrary notwithstanding. Freudianism, carried to its logical conclusions, results in clarity, not muddle.

The application of Freudianism to the temperament of the creative literary artist has been set forth by Dr. Edmund Bergler in his remarkable book *The Writer and Psycho-Analysis* (1954); it made many writers very angry, and it made many critics very angry, and the latter made Dr. Bergler very angry. His reply to the critics, included as an appendix to the second edition, is as uproarious a piece of unintentional humor as I have ever seen. I shall content myself with saying that Dr. Bergler's style is not distinguished by the qualities which make Freud a pleasure to read.

Dr. Ernest Jones has completed his great life of Freud, and he has, indirectly, written a life of himself, as well. He is a remarkable man and a writer of distinction. Throughout his book he has denied himself any hint of fine writing but he has included the oration which he made at Freud's funeral, from which this passage comes:

"A great spirit has passed from the world. How can life keep its meaning for those to whom he was the centre of life? Yet we do not feel it as a real parting in the full sense, for Freud has so inspired us with his personality, his character and his ideas that we can never truly part from him until we finally part from ourselves in whom he still lives. His creative spirit was so strong that he infused himself into others. If ever man can be said to have conquered death itself, to live on in spite of the King of Terrors, who held no terror for him, that man was Freud. And so we take leave of a man whose

Cherry Heering

Denmark's liqueur delight since 1818

By Appointment
to Their Majesties King Frederik IX, Queen Elizabeth II,
King Gustaf VI Adolf and the Queen of the Netherlands
Purveyor of Cherry Heering
ESTABLISHED 1818
Gold & 1st Class Medals
CHERRY
HEERING
PRODUCE OF DENMARK
PETER F HEERING COPENHAGEN

ALL YOUR GUESTS WILL ENJOY IT!

Free Booklet of Danish Recipes
Beautifully illustrates Danish dishes

Write Basil Hobbs & Sons, Dept. CSN, 1227 Sherbrooke West, Montreal

EXPORT "A"
FILTER TIP
CIGARETTES

THE PROMENADE OFFERS YOU THIS 7-RECORD ALBUM

A $34.98 value for only $4.98

All nine symphonies of Beethoven as interpreted by the immortal Arturo Toscanini.

A wonderful introduction to the world's great music. Full details, available on the back cover of this magazine, will convince you, as they have us at The Promenade, that this is the gateway to years of musical satisfaction.

In cooperation with RCA Victor, The Promenade offers this service — drop in for brochure and membership form or simply clip and mail us the coupon on back cover.

"The Store With All the Records"

PROMENADE MUSIC CENTRE

Hi Fi — Records — Phonographs
83 Bloor St. W., WA. 3-2437
1435 Yonge St. (Records Only)
TORONTO

TODAY'S FINEST du SMOKING PLEASURE

Finest Tobacco — Finest Filter

- EASY DRAWING
- EXTRA MILDNESS
- RICHER FLAVOUR

du MAURIER

with the

EXCLUSIVE *"Millecel"* FILTER TIP

The Corporation Of The

CITY of WINDSOR

ONTARIO

Is Receiving Applications for the Position of

CITY MANAGER

SALARY $17,000

Applicants must have executive and administrative ability, preferably with experience in Municipal affairs.

For application forms and further information apply to the nearest office of the

NATIONAL EMPLOYMENT SERVICE

Executive and Professional Division

Re: Windsor

LO Clearance Order EP6576

Free to WRITERS

seeking a book publisher

Two fact-filled, illustrated brochures tell how to publish your book, get 40% royalties, national advertising, publicity and promotion. Free editorial appraisal. Write Dept. SA-2.

Exposition Press / 386 4th Ave., N.Y. 16

TORONTO ENVELOPE Co. LIMITED

FOR

ALL COMMERCIAL SIZES

EMpire 6-6446

366 Adelaide St. West, Toronto

in Toronto – the

PARK PLAZA

of course!

February is HEART MONTH in Canada

Help Your

HEART FUND...

Help Your Heart

like we shall not know again. From our hearts we thank him for having lived; for having done; for having loved."

Sigmund Freud, Life and Work, Vol. III. The Last Phase, by Ernest Jones—pp. 472, and appendices 473-521, and index, 523-536—illustrated—*Clarke Irwin—$8.*

Path to Follow

I Have Seen Quebec, by Marius Barbeau *—Macmillan—$3.50.*

THIS IS A DELIGHTFUL picture-book devoted to the art and architecture of Quebec; some of the artifacts shown are beautiful, some merely curious, and a handful, (including two bad drawings by Arthur Lismer) inexplicable. But the effect of the whole is charming, and makes us wish that something of this kind could be done for some of the other, older parts of Canada. The pictures of furniture and woodcarving are of particular interest. B.E.N.

Luxurious Anthology

The Book of the Earth, Edited by A. C. Spectorsky—pp. 488, illustrated by many drawings and photographs — *Reginald Saunders—$14.95.*

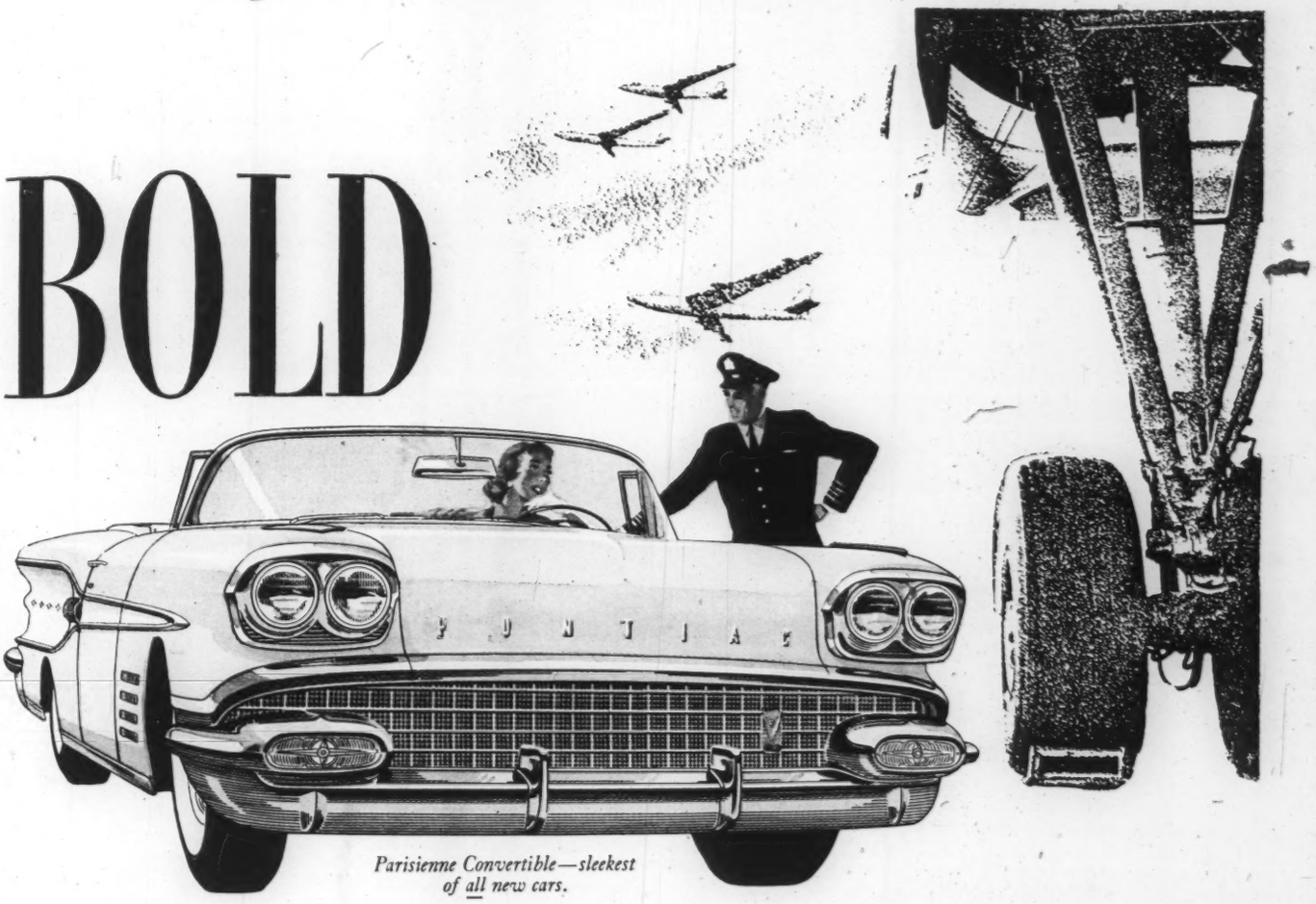
ITS EDITOR describes the fourth and final volume in this series as an attempted "compendium of man's literary response to the major phenomena of his apparent universe" and "a composite self-portrait of man in his relation to his immediate environment".

Actually it is a luxurious dilettante anthology which encompasses, as well as the familiar, many quaint oddments which have the force of novelty.

As with all collections involving personal taste, most readers will question some omissions and inclusions. This reviewer wonders, for example, how a book of this kind could be considered complete without Levin's marvellous paean to the earth in Tolstoy's *Anna Karenina,* or with no taste of Sir Thomas Browne's metaphysical gardening from *The Garden of Cyrus.* M.A.H.

From "The Book of the Earth".

BOLD



Parisienne Convertible—sleekest of all new cars.

NEW PONTIACS

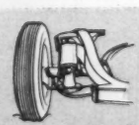
Pathfinder • Strato-Chief • Laurentian • Safari
Chieftain • Super Chief • Star Chief • Bonneville

ONLY CAR WITH..

QUADRA-POISE ROADABILITY
New frame design and suspension geometry for a great new ride.

CIRCLES-OF-STEEL SAFETY
Girder steel above, below, front and rear — and fenders you can rubber with no metal-to-metal contact.

A General Motors Value



EVER-LEVEL AIR RIDE
True air suspension! You ride on four columns of self-levelling air to cushion every bump.

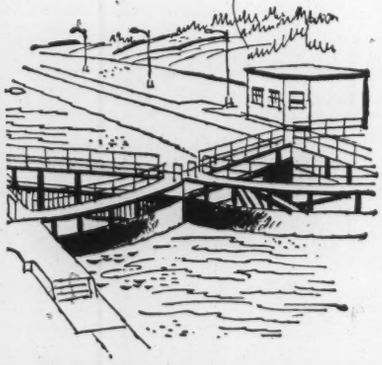
Meet the big change in *every* price field—the bold new Pontiac for 1958. The engineers went all-out to perfect scores of revolutionary advances. *And this kind of futuristic planning resulted in the radical improvements at the left. More . . . because it made possible Pontiac's truly great new V8 engine—the Astro-Flame—for a new idea in performance!* And Pontiac lets you choose from such dream-car extra-cost options as Ever-Level Air Ride, Fuel Injection, Tri-Power Carburetion and many more.

Own this bold, bright beauty . . . Pontiac for 1958!

7 Major St. Lawrence River Projects

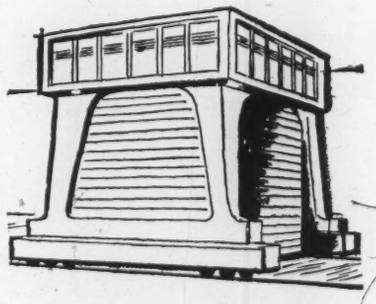
BY DOMINION BRIDGE

One engineering company . . . Dominion Bridge . . . is currently at work on several of the largest steel structures for the St. Lawrence Seaway and Power Developments. The diversity of this work—which includes design, manufacture and erection—is matched by the diversity of Dominion Bridge facilities. Seven of these major projects are described here. These, and others, will make an important contribution to the St. Lawrence River developments and to the economic advancement of Canada.



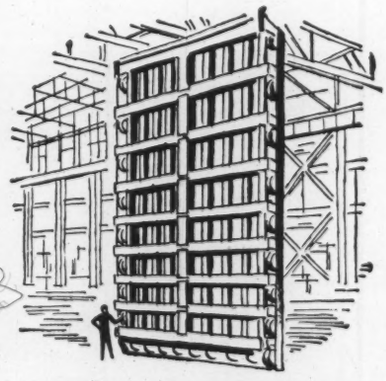
SIX PAIRS OF SECTOR GATES

will be built for the shipping canals. Each pair is 45 ft. high and weighs about 500 tons. Four pairs will be installed at Iroquois, Ont. and will act as the operating gates of the lock. There will also be one pair of guard gates for each of the Beauharnois and Cote Ste. Catherine canal reaches in Quebec.



HUGE CRANE ACTS AS "TRAVELLING POWER HOUSE"

A 300-ton gantry crane, the largest ever built in Canada, is being designed and fabricated for the Canadian half of the Barnhart Island Power House. Completely enclosed, the crane illustrates a modern trend in design and serves, in effect, as a "travelling power house."

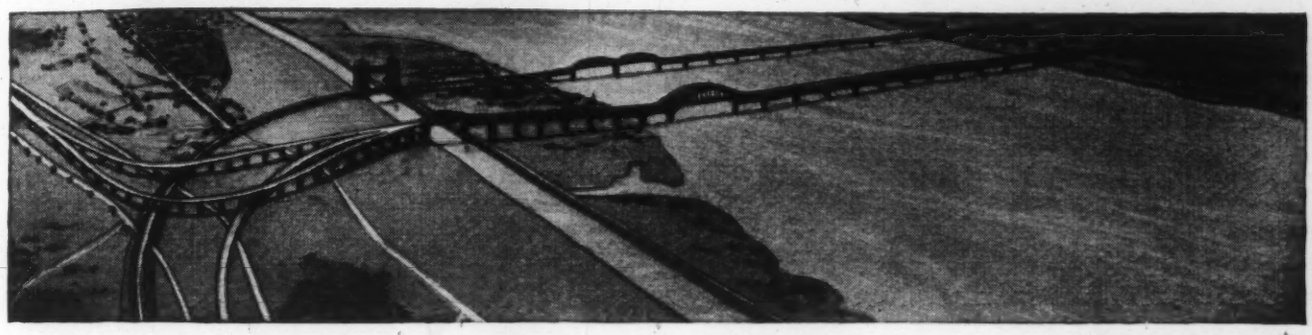


48 GATES FOR BARNHART ISLAND POWER PROJECT

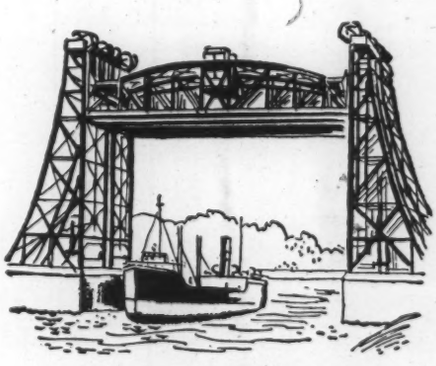
These hydraulic head gates comprise the largest order of its kind ever placed in Canada and are now being fabricated for Ontario Hydro. They are designed for openings 17 ft. wide by 37 ft. high. Each will withstand a pressure of 3,000,000 lbs. under a 93 ft. head of water.

"NEW LOOK" FOR HONORÉ MERCIER BRIDGE

near Montreal, involves a new high-level 300 ft. span over the ship canal and 6,500 ft. of steelwork for the approach sections to the South Shore. Artist's sketch (below) shows how the bridge with its three approach spans will appear on completion. C.P.R. Railway bridge, with new twin lift spans, appears in the background.

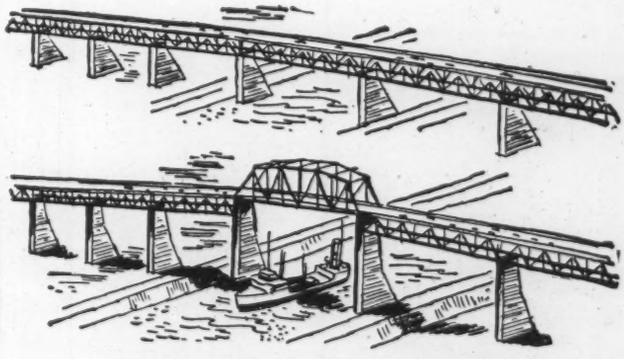


TWO LIFT SPANS AT VICTORIA BRIDGE, MONTREAL. For this complex project, two lift spans —one at each end of the St. Lambert Lock—will be constructed so that railway and highway traffic will not be appreciably affected. Thus, when either of the spans is raised to permit passage of ships, traffic will be able to flow without interruption over the seaway channel.



TWIN LIFT BRIDGES AT CAUGHNAWAGA

This structure, consisting of twin lift bridges, side by side, each carrying a single railroad track of the Canadian Pacific Railway, is being designed and built for the Seaway Authority. Each movable span weighs 1,000 tons and can be raised or lowered in 75 seconds.



UNIQUE BRIDGE-RAISING PROJECT

Believed to be the largest project of its kind ever undertaken is the permanent raising of the southern end of Jacques Cartier bridge, Montreal, and the replacement of one span. This will provide a minimum vertical clearance of 120 ft. for shipping in the seaway canal. Uninterrupted traffic will be maintained over the bridge during most of the construction period. Dominion Bridge fabricated and erected the existing bridge in 1929.

DOMINION BRIDGE CO., LTD. Plants & Offices Throughout Canada

Puzzler

by J. A. H. Hunter

BILL HAD almost given up hope when at last a taxi responded to his signal and drew in to the curb. His feet barely touched the drenched sidewalk as he made the opened door from the shelter of the awning under which he'd been waiting, but even so the deluge soaked him.

"All right for ducks, and I guess for your business too," Bill laughed. "City Hall, please."

The driver grinned. "Only time this job does pay off," he said. "Last month I averaged thirty-four bucks a day for the days it rained."

"And did it rain!" exclaimed his passenger. "Most days, it seemed to me."

"Sure did," the driver agreed. "It's funny, but I averaged an exact number of dollars a day for the fine days. For the whole month my average was just three times that."

Bill's mind works fast. "Didn't you take any days off?" he asked.

"Not last month, I didn't," the man replied. "We don't get many chances like that."

It must have been a wonderful month for him. How much had he taken?

(68)

Answer on Page 48.

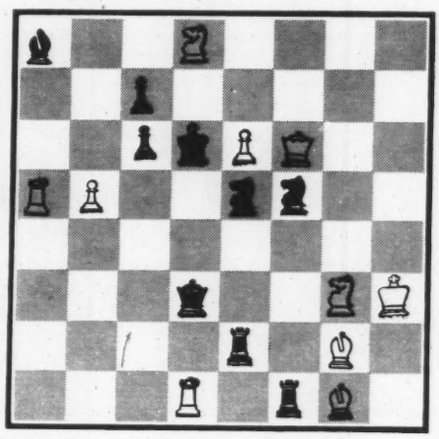
Chess

by D. M. LeDain

A STORY IS TOLD of Abraham Lincoln once playing chess with his friend Judge S. H. Treat, Chief Justice of the Illinois Court, when his beloved "Tad" interfered by rushing in to inform him that ma wanted him. Getting an abstracted "I'll be there in a minute", the boy withdrew, but doubtless knowing by past experience what a chess minute meant, returned presently and renewed the charge impatiently — "I say ma wants you." The father continued immovable. Suddenly, without another word, Tad lifted his foot and kicked over the board and chessmen. Treat was furious but the affair produced no other effect on the serene Lincoln than to make him remark, "Well, Judge, I guess that's Tad's game."

Solution of Problem No. 185 (Gamage). Key, 1.Kt—B4.

Problem No. 186, by G. Paros. White mates in two. (10 + 9)



Stroke It the Right Way

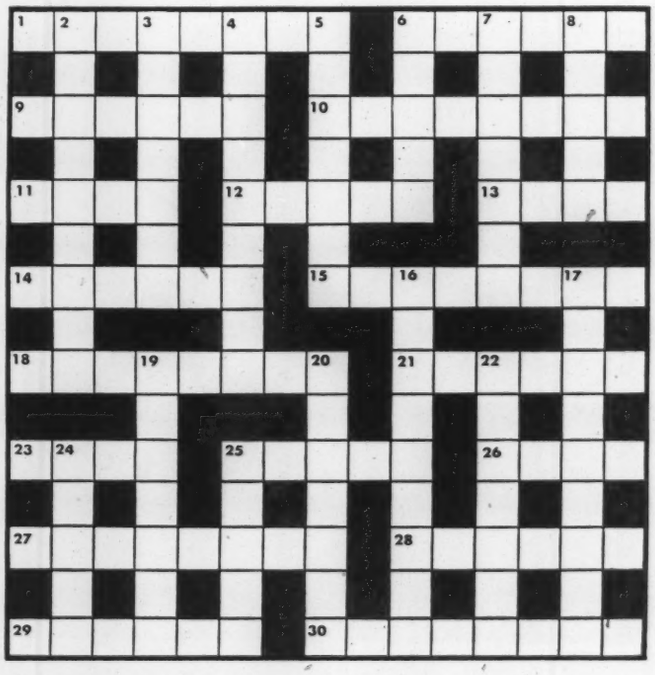
by Louis and Dorothy Crerar

ACROSS

1, 29 Baggage that might follow a shipwrecked mariner? Might be in short supply. (8, 6)
6, 20 How one goes simply mad about 1A at the pool? (3, 3, 4, 3)
9 Just the jacket for a crazy artist. (6)
10 On which to take a 15 by the shore? (8)
11 A reminder to drop over. (4)
12 They carry water from the sewer. (5)
13 Not light literature. (4)
14 Rub the wrong way and a quarrel follows. (6)
15 Freud, sir, never dreamed of taking this kind of ocean trip. (4-4)
18 The ancient mariner was, "on a painted ocean". (8)
21 See 7
23 Woodcraft? (4)
25 13 loses nothing when he goes in. (5)
26 When 1A, 22 has crawled many a one. (4)
27 Lear might be called king of it? Rot! (8)
28 If it's in pain, dentists and you can pull it out. (6)
29 See 1.
30 This is all wet, in fact it stinks! (8)

DOWN

2 Not a treatment recommended for sufferers of hydrophobia. (5, 4)
3 Wind men read about. (7)
4 The main current of affairs 22 is often engaged in. (2, 3, 4)
5 One would expect these talkers to be spouting. (7)
6 It's nothing to slap up these. (5)
7, 21 Insurance for a non-swimmer? (7, 6)
8 In Siam, Anna was engaged in cultivating the fruits of this. (5)
16 Triple one, perhaps, to attain fulness. (9)
17 Do they imitate their parents by playing ducks and drakes? (9)
19 Sinatra in a new role. (7)
20 See 6A.
22 Because he goes 6A, 20 so often he has a sum to lend, perhaps. (7)
24 Maybe mother is upset over our love affair. (5)
25 The violinist does, we hope, before playing them. (5)



Solution to last puzzle

ACROSS

1 Lagoon
5 Jamaican
9 Sprung
10 Hedgehog
11 Layettes
12 Ideals
14 Spats
16 Entangled
18 Cockroach
21 Osler
24 Effete
25 Apple pie
27 Allergic
29 Inmate
30 Desserts
31 Gander

DOWN

2 Alpha
3 Opulent
4 Nights
5 Johnson
6 Madrigal
7 Iceberg
8 Ado
13 Liege
15 Proof
17 Honegger
19 Keepers
20 Chances
22 Sherman
23 Spring
26 Istle
28 Lie (435)

The Lively Arts

by Mary Lowrey Ross

Hollywood's Revolution

HOLLYWOOD IS STILL whistling in the dark, and though the darkness has cleared to some extent the prospect revealed is far from encouraging, even yet. The industry now faces a future in which it must continue to make bigger and bigger pictures for smaller and smaller audiences; with the proviso that if they aren't bigger they must at least be better, and if they aren't better they must, if possible, be bigger.

It is now possible to assess some of the results in the revolution that has been taking place at the screen centre over the past ten years. These include, the emergence of the independent producer, the growth of foreign markets, and the gradual disappearance of the small-time exhibitor. Among minor phenomena are the development of productions aimed at teenagers, and the astonishing proliferation of film-societies.

A recent television *Seven Lively Arts* program made a survey of Hollywood's revolution, dwelling principally on the decline of the great studios with the emergence of the independent producer. The program was a brilliant promotion job for some of the coming independent productions, but it was also an impressive study of the expansions abroad that have accompanied the industry's inevitable contractions at home. In fact it seemed to indicate that the exodus from Hollywood in recent years has amounted to something like a stampede.

There are various reasons for this. Producers want to make use of foreign funds and actors want to take advantage of foreign exchange while escaping some measure of income tax demand at home. The chief reason for making pictures abroad, however, seems to be that more than fifty per cent of film stories are now set in foreign countries, and for purposes of realism the modern superproduction must be made on location, no matter how far from Hollywood the location happens to be.

Twenty-five years ago it was possible to run up, on a Hollywood back lot, a reproduction of, say, the sacred city of Lhasa that would look reasonably convincing to American eyes. Today's Lhasa must look good to a native of Lhasa itself, even if this involves taking company, crew, cameras and equipment all the way to Tibet. Thus *The Bridge on the River Kwai* was largely made in an all but inaccessible part of Thailand, an enterprise involving problems in logistics that would probably have staggered an army general in the middle of a general war.

At home, Hollywood is no longer concerned with the B pictures which were at one time the backlog of the industry. This has meant, in many cases, the elimination of the small-time exhibitor who was once able to set up a small theatre and rent out a twenty-dollar film on a take-it-or-leave-it basis. The customers now have television and the exhibitor is selling insurance or motor cars. Hollywood no longer has time to waste on such relatively small fry. It is centering most of its attention on the demands of the big downtown houses which can accommodate for weeks and even months on end, such large scale productions as *The Ten Commandments, Oklahoma, Around the World in Eighty Days,* and that big flowery platter of a production, *Sayonara.*

These films, along with the overflowing musicals—*Les Girls, The Pajama Game, Funny Face,* etc., are directed largely at the footloose young—the group that has no baby-sitting problems and that asks nothing better than an evening away from the family circle and the tele-

"Les Girls": Mitzi Gaynor, Taina Elg, Kay Kendall and Gene Kelly. For the footloose young.

3 ...eting a tripled demand

Spurred by mounting demand for foam rubber upholstery, latex treated tire cords, fabric and paper adhesives, paper coatings and a variety of other products, world consumption of rubber latex has more than tripled in the past five years.

To meet this demand Polymer Corporation has built a large new specialty latex plant to supply latices in 'customer specified' quantities. In these new million dollar facilities glass piping and glass-lined equipment contributes to the standards of cleanliness maintained throughout all operations. Also incorporated are handling, storing and loading equipment designed to deliver tank-car and tank-truck quantities rapidly and efficiently.

The building and equipping of this specialty latex plant is another example of how Canada, through Polymer Corporation, serves the needs of the world rubber industry.

POLYMER CORPORATION LIMITED
POLYSAR
SARNIA CANADA
*Registered trade mark
Synthetic Rubber

Developed and Produced by
POLYMER CORPORATION LIMITED
SARNIA • CANADA

Inco Research helps Canada grow

Towing highly sensitive electronic instruments from a plane, Inco's airborne prospectors look for promising ore deposits in the ground below. Electro-magnetic signals, sent down from the plane, rebound from the earth and are picked up by an electronic receiver in a bomb-shaped container towed by the plane. The signals are relayed to a chart recorder in the plane; a camera synchronized with the recorder takes a continuous strip of photographs of the flight line. Geophysicists locate areas that may contain nickel ore; then ground prospectors are sent in to continue the search.

INCO'S aerial prospectors find minerals underground!

New air exploration techniques reveal hidden sources of nickel in Manitoba

USING a new method of prospecting, developed through Inco research, a significant ore discovery has been made in the Thompson-Moak Lakes region of Manitoba.

Ten years and ten million dollars ago, Inco began exploring likely areas of Northern Manitoba in search of hidden sources of nickel. Flying back and forth over these areas, an aeroplane equipped with special electronic instruments made "soundings" of the earth's crust. It was gruelling work; often unrewarding. Still, logging as much as 28,000 miles in a single year, Inco's airborne prospectors were covering more ground than old-time prospectors could have worked in a lifetime. And they got results. Good results.

As the days ran on into years, interesting patterns began appearing on the charts in the plane. Careful study of these charts indicated the possibility of ore deposits. Ground crews were sent in. After months of detailed investigation and exploratory drilling they confirmed the preliminary findings of the air prospectors. And it was nickel ore!

Production shafts are being sunk as the initial step in a four-year development program that will involve an investment of $175,000,000, most of which will be made by Inco. Starting in 1960, this program — along with improvements at Copper Cliff — will result in an increase to an annual rate of 100,000,000 lbs. of Inco nickel.

In this new land of opportunity 400 miles north of Winnipeg a new town will rise, schools and hospitals will be built, new sources of water power will be developed, new railways will be constructed. And Canada's entire economy will benefit. Inco research helps Canada grow.

Write for a free copy of the 68-page illustrated booklet "The Romance of Nickel".

INCO
TRADE MARK

THE INTERNATIONAL NICKEL COMPANY OF CANADA, LIMITED

55 YONGE STREET, TORONTO

Producer of Inco Nickel, Nickel Alloys; ORC Brand Copper, Tellurium, Selenium, Platinum, Palladium and other Precious Metals; Cobalt and Iron Ore.

Alec Guinness in "The Bridge on the River Kwai". A staggering problem in logistics.

vision set. Hollywood has never neglected its adolescents and in recent years it has done everything in its power to encourage the worship of such teen-age idols as Elvis Presley and the late James Dean, as well as to promote its Tab Hunters and Sal Mineos, together with their pony-tailed co-stars.

With the exception of a few young people of unmistakable talent—e.g. Anthony Perkins—most of the newcomers are there for their youth and can scarcely be expected to last much beyond it. They may well be the Hit Parade group, as opposed to such permanent classics as the Gary Coopers, Clark Gables, Marlene Dietrichs, etc. There is an extraordinary age-gap between the two groups and Hollywood appears to be making no serious effort to fill it with anything more than such fleeting oddities as Jayne Mansfield. In fact it begins to look as though the star-system is about to vanish along with so many other traditions in the revolution of the fifties.

It is a little harder to assess the significance of the emergence of film societies in most of the large cities. A few years ago there was a single film society in Toronto, with a membership of 200. Today there are three such societies with a 1,500 membership and a waiting list. These groups represent the serious students of cinema, who have always tended to be more interested in foreign films than in the domestic product, in Hollywood's past rather than its future, in the offering of the Museum of Modern Art rather than in those of Radio City Music Hall. Since no mass medium has ever taken them into account they have been driven to find their own entertainment; and it may be that the double pressure of the screen super-production and television has swelled their numbers simply by forcing them out of both the commercial theatre and their own homes.

I owe more than my husband to my mother-in-law

Really, she introduced me to Canadian "74" Port. When she called on us the first time, I was in a panic not to make a faux pas. She's easily offended. I came right out and asked Bob what drink I could serve she'd appreciate. The answer was "74" Port.

We'd never be without it now. Most of our friends like it as much as we do. And it does things for a snack of cheese and crackers you'll just have to *taste* to believe.

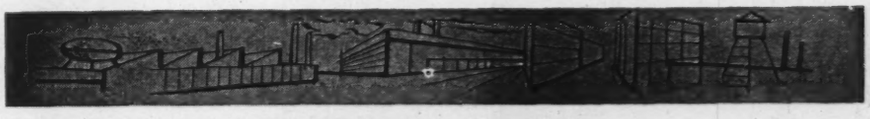
Bright's fine Canadian Wines
SINCE 1874

If you haven't a copy of "Bright & Cheery Recipes", write Bright's Wines, Lachine, Que. It's excellent and it's free.

Advertising in **Saturday Night**

has spoken for **more** years

with **more** authority



to **more** people

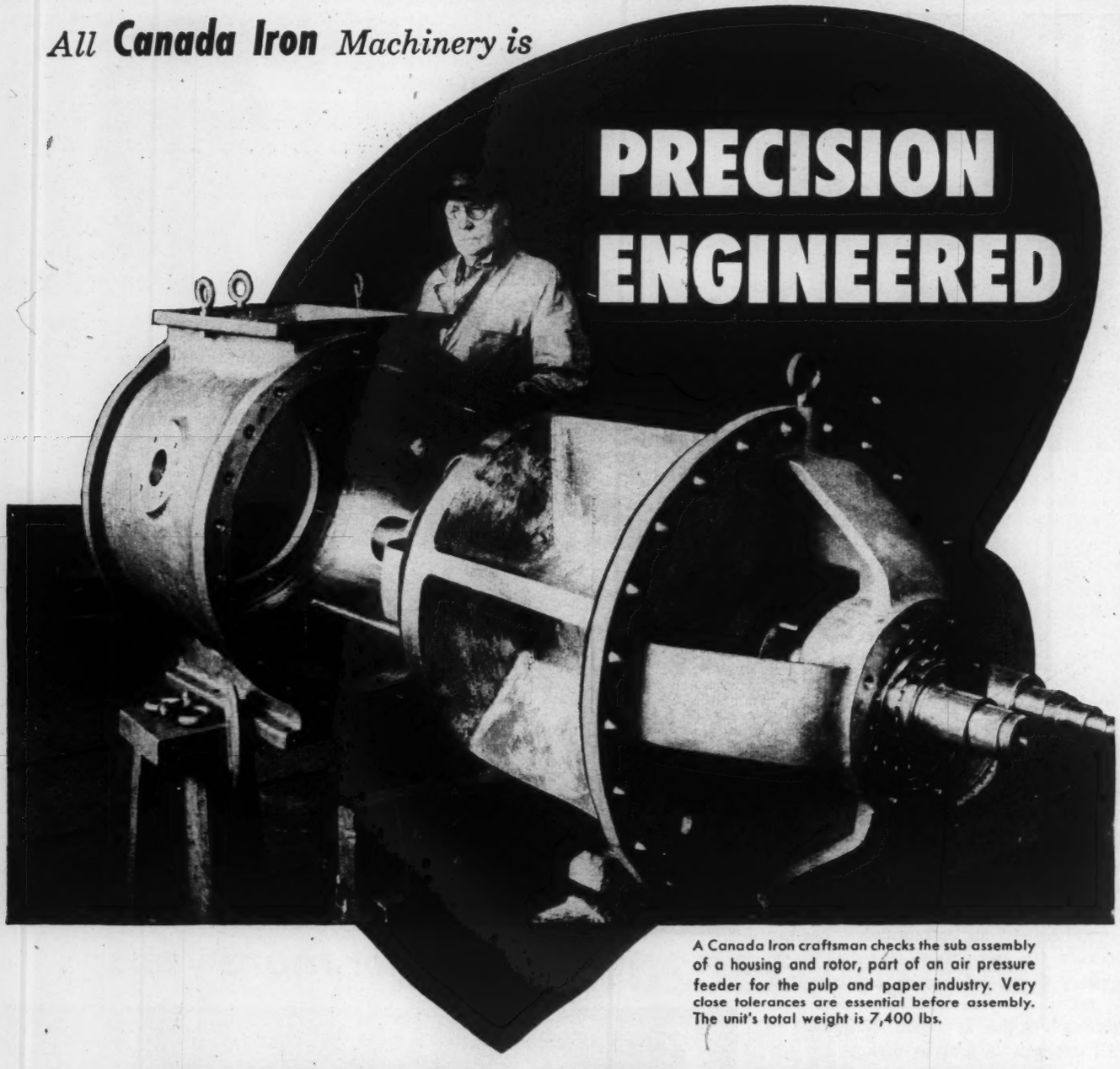
with **more** influence

than advertising in any other Canadian magazine

Saturday Night opens doors that lead to sales

All **Canada Iron** *Machinery is*

PRECISION ENGINEERED



A Canada Iron craftsman checks the sub assembly of a housing and rotor, part of an air pressure feeder for the pulp and paper industry. Very close tolerances are essential before assembly. The unit's total weight is 7,400 lbs.

by MASTER CRAFTSMEN

Experienced in their craft,—conscientious in their work, the master craftsmen of Canada Iron take pride in the machinery they build. They have profited by years of practical knowledge, and you, too, will profit when you bring your problems, or your blueprints, to Canada Iron's engineering staff. For the machinery built by Canada Iron is precision engineered to function smoothly, giving you complete satisfaction. *Call Canada Iron.*

Canada Iron
MACHINERY
CANADA IRON FOUNDRIES, LIMITED

Sales Offices Montreal: 921 Sun Life Building, UNiversity 6-7841 • Toronto: 169 Eastern Avenue, EMpire 3-8801

London Letter

by Beverley Nichols

Boos From a Fed-Up People

WHEN A JOURNALIST begins to quote the opinions of the man-in-the-street it is usually a sign that he is too lazy to verify his statistics; often the man-in-the-street is only a convenient peg on which to hang his own prejudices. However, there are times when the surge of public feeling is so strong and so nearly unanimous that the man-in-the-street's opinion is truly representative. Britain gives an example of such a surge at the present moment. The man-in-the-street faces 1958 with some very explosive feelings . . . feelings which are in no way reflected by the pronouncements of the Tory government, which grows daily more hopelessly out of touch with the public mood.

I can give two vivid examples of this mood, and suitably enough they are laid in the man-in-the street's favorite purlieus — a cinema and a pub. In both instances a stolid, phlegmatic British audience allowed itself the luxury of greeting a celebrity with a roar of boos and catcalls. The first celebrity was Mr. Dulles. Deplorable as it may be, Mr. Dulles has become the focal point of all the latent anti-Americanism which has been gathering force since Suez. At the best he is regarded as a moralizing ignoramus, hidebound, grossly ill-advised by an incompetent secretariat. This — the charitable version — seems likely to be the verdict of history. The less charitable version sees him as the tool of Wall Street, actively seeking the disruption of the British Commonwealth under the guise of ridding the world of the last remains of "colonialism".

Such a wave of mistrust and antipathy does not overwhelm any foreign statesman merely because of a few tactless speeches. We must seek wider, deeper causes. Perhaps the best way to understand these causes would be to make a tour of East Anglia, where the majority of the American bases are situated. It is something of a shock to find quiet English villages where soft drinks have a larger sale than mild-and-bitter, where the village maidens no longer speak in the soft, historic dialects of the Eastern counties but mouth bastard Americanese with their pretty mouths full of chewing gum, and where the quiet English skies are in a perpetual uproar with the din of American planes. Nor are tempers made any cooler by the increasing number of assaults on British girls by drunken American servicemen. A large section of the British public have at last woken up to the fact that life on an unsinkable aircraft-carrier has certain disadvantages.

To quote that most distinguished intellectual, Kingsley Martin: "Are we sheep in a pen waiting for a mad butcher? Are our rulers not mad? Need we be so unorganized and helpless, with H-bombs patrolling over our heads? These are the questions that I and a great many other people are beginning to ask."

Hence the booing of our second celebrity, the Foreign Secretary, Mr. Selwyn Lloyd. His appearance on television, after the Paris conference, was—for the Tory party—an unmitigated disaster. Rightly or wrongly, the man-in-the-street had been deeply impressed by Bulganin's letter, with its plan of creating a neutral zone in central Europe, free from rocket-launching bases. It was not a question of suddenly loving the Russians; it was simply the feeling that here, at last, was a practical suggestion, a step away from the abyss. Lloyd had a record audience in which to give the British government's reaction to the letter. He chucked away his opportunity with both hands. He was elegant, beautifully dressed, languidly charming, and utterly inept. He told us that he would "explore every avenue" and "leave no stone unturned" and if there were any other platitudes that he omitted, they escaped my attention. He made it painfully clear that nothing would be done.

One of the signs of this public exasperation is the growing demand among the intellectuals—headed by J. B. Priestley—for some sort of extra-Parliamentary action to force the government's hand. Perhaps the most outspoken prophet of doom is the octogenarian Lord Russell, who chose the pages of *The New Statesman* to repeat the very obvious warning that the British Isles would be target Number One in the ultimate holocaust of the world. As we all know, Mr. Khrushchev replied to Lord Russell in a long and detailed communication, which did nothing to relieve our apprehension. This interchange of letters, on so vital a topic, through a private journal of the intelligentsia, must

Works At Home— Sells Articles Regularly

"The Lacombe Globe accepts my weekly news reports regularly. One item was reread from the Globe by a radio commentator. To think I can do all this sitting here at home, thanks to N.I.A." — Mrs. Minnie E. H. Long, Alberta.

HOW do *you* KNOW *you can't* WRITE?

HAVE YOU EVER TRIED? Have you ever attempted even the least bit of training, under competent guidance?

Or have you been sitting back, as it is so easy to do, waiting for the day to come when you will awaken, all of a sudden, to the discovery, "I am a writer"?

If the latter course is the one of your choosing, you probably **never will write.** Lawyers must be law clerks. Doctors must be internes. Engineers must be draftsmen. We all know that, in our time, the egg does come before the chicken.

It is seldom that anyone becomes a writer until he (or she) has been writing for some time. That is why so many authors and writers spring up out of the newspaper business. The day-to-day necessity of writing—of gathering material about which to write—develops their talent, their insight, their background and their confidence as nothing else could.

That is why the Newspaper Institute of America bases its writing instruction on continuous writing—the training that has produced so many successful authors.

Learn to write by writing

Newspaper Institute training is based on the New York Copy Desk Method. It starts and keeps you writing in your own home, on your own time. Week by week you receive actual assignments, just as if you were right at work on a great metropolitan daily. Your writing is **individually** corrected and constructively criticized. Thoroughly experienced practical, active writers are responsible for this instruction. Under such sympathetic guidance you will find that (instead of vainly trying to copy someone else's writing tricks) you are rapidly developing your own distinctive self-flavored style—undergoing an experience that has a thrill to it and which at the same time develops in you the power to make your feelings articulate.

Many people who **should** be writing become awestruck by fabulous stories about millionaire authors and, therefore, give little thought to the $25, $50 and $100 or more than can often be earned for material that takes little time to write—stories, articles on business, homemaking, hobbies, travels, sports, news items, local, church and club activities, etc.—things that can easily be turned out in leisure hours, and often on the impulse of the moment.

A chance to test yourself FREE!

Our unique Writing Aptitude Test tells whether you posses the fundamental qualities necessary to successful writing — acute observation, dramatic instinct, creative imagination, etc. You'll enjoy taking this test. It's **FREE.** Just mail the coupon today and see what our editors say. Newspaper Institute of America, One Park Avenue, New York 16, N.Y., U.S.A. (Founded 1925). (Licensed by State of New York).

Approved Member, National Home Study Council.

Free

Newspaper Institute of America
One Park Ave.,
New York 16, N.Y., U.S.A.

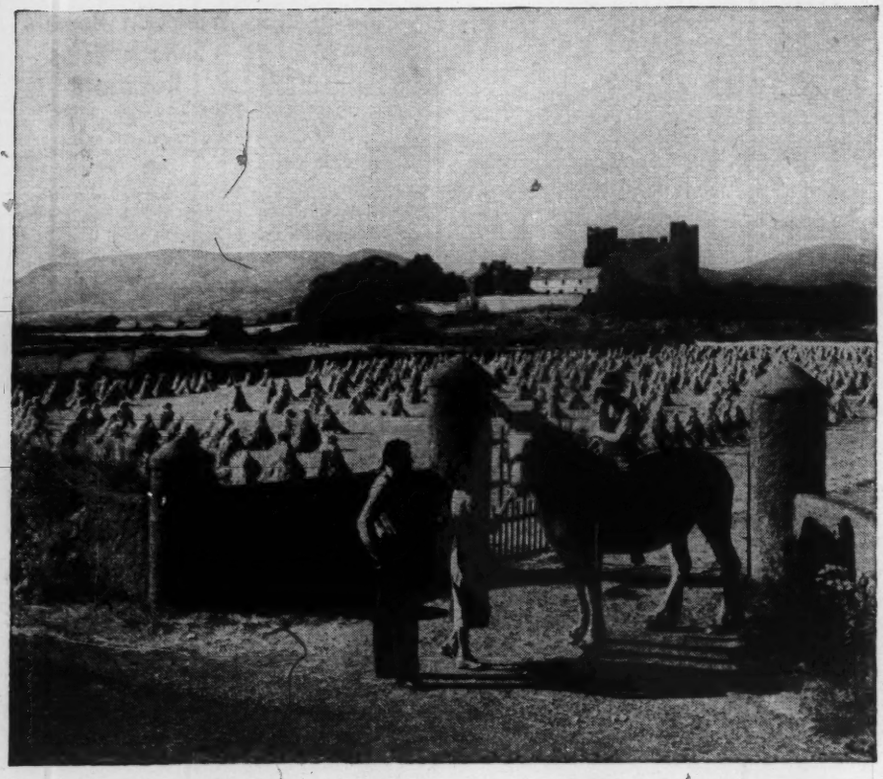
Send me, without cost or obligation, your FREE *Writing Aptitude Test* and further information about writing for profit, as promised in Saturday Night, February 15, 1958.

Mr. }
Mrs. } .....
Miss }

Address .....

(All correspondence confidential. No salesman will call on you.) 98-B-368

Copyright 1957, Newspaper Institute of America



"This Year You Can Enjoy a Full Fifteen Days in Britain for $490*—Fare Included"

say these Canadian vacationers from Ottawa, pictured here at Greencastle in Northern Ireland.

"Of course you've *dreamed* often enough of making a trip to Britain—to see the sights, to visit the folks, to shop for bargains—*but have you ever figured out how little it would cost?* The fifteen days we were there cost us only $490 a-piece. And this included transportation both ways—and some wonderful trips *in* Britain, to Wales and Scotland and Northern Ireland". You see prices in Britain are agreeably low by Canadian standards, right now: A good seat in the theatre for $2.00; bed and breakfast in a village inn for less than $3.00; hire of a self-drive car for 11 cents a mile, all-in. Make this year your year for that trip to Britain. See your travel agent—*today!*

**From Toronto, by surface $490; by air $520*
From Vancouver, by surface $630; by air $690

FOR ALL INFORMATION ABOUT BRITAIN AND FOR FASCINATING FULL COLOUR BOOKLET, WRITE TO

THE BRITISH TRAVEL ASSOCIATION, (DEPT. SN-26), 90 ADELAIDE STREET WEST, TORONTO, ONTARIO

Britain's well-stocked shops are famous for bargains. Here a visitor hunts for treasure among the fascinating antique shops in The Lanes, at Brighton. Today's favourable exchange rate will make your dollars go agreeably far in Britain.

COME TO BRITAIN

surely mark a unique stage in the history of British diplomacy. It is rather as though President Eisenhower were to choose the columns of SATURDAY NIGHT in order to clarify some vital point in American policy.

Meanwhile, the stature of Nye Bevan grows daily. Even the most blindly optimistic of the Tories realizes that, failing a whole series of miracles, Nye will be Foreign Secretary in the next government, which will almost inevitably have a substantial Labour majority.

When that charming person, Princess Margaret, pays her expected visit to Canada, let us hope that her tour will not be marred by any of those acts of official stupidity by which she is haunted in her own country. Here is the latest example. When she arrived at Dundee station to catch a train—not a "special" but one of the ordinary public services—an officious station-master railed off the platform and refused to allow any member of the public onto it unless he was holding an actual ticket. Because of this, an unfortunate young woman, who was leaving for a four-year stay in Nairobi, was forcibly robbed of the chance of saying a last goodbye to her mother and family, who had come to see her off. Result . . . tears, protestations, and a spate of highly undesirable press publicity. Needless to say, the Princess was totally innocent of any part in the affair, and as soon as she read what had happened she took up her pen to express her personal regret. (A personal friend of the Princess informs me that she was; in fact, blazingly angry, and that if her original letter had been sent to the Press it would have caused no small sensation.)

Contrast this with one of her own, unsolicited actions a few days later. The occasion was one of the worst railway disasters of the past fifty years, when the 4.56 from Cannon Street crashed into an

Margaret: Sensitive as a kitten.

lectric train at St. John's station. Ninety people were killed outright, and the scene on the following morning was one I shall never forget.

The Princess is as sensitive as a kitten, she hates the sight of blood and sickness, and she is easily moved to tears. And yet, of her own accord, she hurried down to the local hospital . . . unannounced, unexpected . . . and spent the better part of the morning in the wards.

In the past year, the average small capitalist in Britain, with his money in "safe" blue chip industrials, has lost one third of his fortune . . . at least on paper. If he panicked about the future of sterling and switched to dollar securities, he has probably lost more. Even if he sold out and invested in property, he has not done too well. And yet . . . there is still, as they say, "a great deal of money about."

One of the proofs of this is in the sales rooms, where at long last the Victorian masters are staging an impressive come-back. I can remember the time, not so long ago, when a Burne-Jones would fetch little more than the value of the canvas on which it was painted, and when even Millais and Rossetti were sneered upon. But last week a Burne-Jones was sold for no less a sum than £3,400. And in the same sale, a small version by Holman Hunt of his famous "Hireling Shepherd" fetched £2,200.

Is this sign of interest the proof of a hankering after a quieter, more leisured age . . . the instinctive retreat from the dangers and stress of the present? I should not be surprised. Even some of the restaurants are "going Victorian". The latest example is to be found off the Strand, on Northumberland Avenue, where an old inn has been done up and re-named *The Sherlock Holmes*. Here you can eat one of the best steaks in London, surrounded by all sorts of amusing Holmesiana, complete with a replica of 221B Baker Street. It is pleasant to find something that has been restored, in an area where there has been so much destruction. Only a few minutes walk from this restaurant the tourist can mourn the ghostly remains of two famous theatres . . . the Tivoli and the Gaiety. They have been demolished to make room for office blocks.

And with them have vanished all sorts of quaint old shops, including the newsagents where I always bought my weekly copy of *Truth*. That is the latest casualty of Fleet Street, and though its staunchly Tory politics may have seemed dated, it really did tell the truth according to its lights. Those members of the public who have been recently outraged by some of the attacks on the Royal Family might well turn up the old files of this periodical; they would find that attacks on the Royal Family are part of the good old British tradition.

The world famous

CRAVEN 'A'

ASK FOR CRAVEN 'A' FILTER

Also CRAVEN 'A' CORK and CRAVEN 'A' PLAIN

see colourful

JAPAN

charming blend of ancient and modern

Enjoy a new adventure in travel . . . different . . . memorable. Impressive Eastern architecture, quaint oriental gardens, gay festivals, modern hotel accommodation, courtesy, friendliness . . . are yours to enjoy in Japan.

See your travel agent or write to

JAPAN TOURIST ASSOCIATION

45 FRONT STREET, WEST
TORONTO, ONTARIO

THE ROYAL BANK OF CANADA

Dividend No. 282

Notice is hereby given that a dividend at the rate of **fifty cents** per share upon the paid-up capital stock of this bank has been declared for the current quarter and will be payable at the bank and its branches on and after Saturday, the 1st day of March, 1958, to shareholders of record at the close of business on the 31st day of January, 1958.

By Order of the Board.
K. M. SEDGEWICK,
General Manager.

Montreal, Que.,
January 21, 1958.

Gold & Dross

A calculated-risk stock—New markets for nickel output—Cautious Canadians and U.S. money—Metal demand moves up.

Copper Equities

Can you tell me why Canadian copper stocks failed to decline greatly in the face of the January cut in the price of copper? — B.P., Ottawa.

The bulk of Canadian copper is sold in markets other than North America and its producers had suffered by price cuts on the London Metal Exchange prior to the slash in the North American copper price to which you refer. This cut was to bring the price on this side of the Atlantic in line with the London price.

Canadian copper equities appear to be realistically priced in relation to the price outlook for the red metal. This is not as bleak as it might appear since there has been no pause in the trend towards electrification. This is a field in which copper is pre-eminent for many uses notwithstanding being supplanted by aluminum in some.

Thus, while copper is currently in surplus supply, there is a reasonable prospect of demand moving up so as to take up the slack. Canadian copper producers have considerable to gain from such a development.

Falconbridge

I wonder if you could analyse Falconbridge Nickel Mines for a reader who is somewhat confused by the outlook for nickel. Why would International Nickel be spending $200 millions in northern Manitoba and at the same time be crying the blues about the nickel market? — B. F., Victoria.

Falconbridge Nickel Mines has successfully brought its annual production capacity up to 55 million pounds of nickel, although this may not show its full effect until the last half of 1958. This increased capacity is based upon substantial ore reserves in the Sudbury area. Physically, the flourishing nature of the operation can be taken for granted. What is less certain is the market for nickel itself.

Nickel was for many years a war-time metal but is increasingly in demand for peacetime uses. Civilian consumers have been restricted as to supply but there is a feeling in the trade that the nickel industry will be equal to moving the new production which is coming into being. In emphasizing the prospective increase in supplies of the metal, International Nickel probably had several purposes, among which would be to indicate to consumers that there would soon be plenty of nickel. With this knowledge, consumers could design the metal into their products with some assurance of adequate supplies.

While Inco dominates the free-world nickel picture, the career of Falconbridge — a much smaller operation — suggests that nickel buyers are not averse to having a second major supplier. Falconbridge has accumulated considerable know-how in the nickel trade.

Inco's position more or less compels it to put a promising prospect under development. No Canadian province would let it keep a possible nickel producer on ice indefinitely. If Inco held a property inactive, it would only be inviting some one else to take it over and compete with it in metal markets.

Cons. Mosher

Any chance of Consolidated Mosher getting into production? — K. G., Halifax.

Not under current conditions for gold, although any improvement in the price of the yellow metal or indications of lower operating costs for gold producers would doubtless compel a re-examination of the economics of the mine.

Consolidated Mosher, which adjoins MacLeod-Cockshutt in the mining area north of Lake Superior, suspended work in 1957, despite underground drilling suggesting a strong possibility of expanding known reserves.

Atlas Steels

How does Atlas Steels stock look at these prices? — C.H., London.

Atlas Steels may be recommended as a business man's or calculated-risk speculation. The company operates in a highly cyclical industry. In consequence, earnings show extremely large fluctuations. Nonetheless the company enjoys a substantial earning power when the economy

is on the upswing, and this is a condition which should be evident from time to time if one is to place credence in the report of the Royal Commission on Canada's Economic Prospects. This report has indicated a most optimistic outlook for industries consuming steel products of the type which Atlas makes.

For this reason, one should not become too bearish on Atlas stock, although it has suffered substantially in price. This should have strengthened its technical position and made it easy for it to advance in the event of constructive news, which is quite possible. We may see a revival of large-scale capital undertakings in this country sooner than some think. It should be noted that many of the most bearish today were the most bullish when the market was at its peak. Moderation is a good quality for speculators to develop.

Reynolds Aluminum

Your views on Reynolds Aluminum Company of Canada Preferred would be appreciated. — J.M., Quebec.

As its 5% yield indicates, Reynolds 4¾% preferred enjoys a high investment rating. The yield is attractive considering the 20% income tax credit the dividend enjoys.

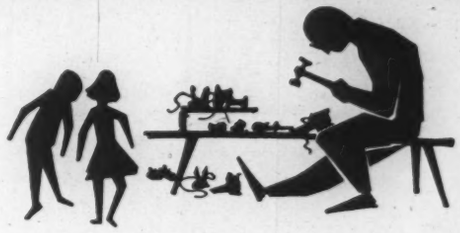
Securing the preferred are the assets of a successful Canadian aluminum rolling mill. The company is a subsidiary of Reynolds Aluminum of the U.S., with which many Canadian investors are familiar through its TV advertising.

U. S. Funds in Canada

What chance has the private investor to buy into Canadian natural resources considering the rate at which U.S. capital is pre-empting our petroleum and metal-making industries? I think it a shame that Canadian enterprise has not been equal to the challenge of harnessing our resources but has left this largely to Americans. What is wrong with Canadian financiers? —G.H., Toronto.

The only thing wrong with Canadian financiers is the immaturity of many Canadian investors. Our banks are bulging with surplus money left there by savers who are not too familiar with the art of employing it profitably.

Many Canadians are not capable of appraising business risks. Nor are they any too well acquainted with the use of the stock market as a place to buy selected speculative investments. Too often do they regard the stock market as a place to gamble on tips that insiders or professionals are going to make a stock jump through hoops. Stock exchanges in Canada have been remiss in explaining their true function to the public. No Canadian stock exchange yet has undertaken any-



The Cobbler's Children...

Remember the cobbler who hadn't time to mend his children's shoes? Some people find themselves in a similar position with their investments. Busy at work, they haven't time to attend to personal matters.

We can be of assistance to such investors by providing them with a record of their investments showing the essential particulars of each security and, where desired, suggestions for improvement in security, income and appreciation.

This is one of our services. If you would like us to do this for you, simply telephone our nearest office.

ESTABLISHED 1905 WG & GUILD Investments

Wood, Gundy & Company Limited

Toronto Montreal Winnipeg Vancouver Halifax
Ottawa Saint John Quebec London, Ont. Hamilton
Kitchener Regina Edmonton Calgary Victoria
London, Eng. Chicago New York

Clarkson, Gordon & Co.

CHARTERED ACCOUNTANTS

Montreal · Toronto · Hamilton · London · Windsor
Winnipeg · Regina · Calgary · Edmonton · Vancouver

CANADIAN LUXURY TOUR
TO
RUSSIA-SCANDINAVIA
BRUSSELS WORLD EXPOSITION

Leaving MONTREAL May 25, 1958, via B.O.A.C.

34 days of interesting and factfinding travel (16 days in Russia)

Tour Membership limited
Personally conducted
First-class transportation and hotels
All sightseeing by private car

Phone or write us for your reservation and brochure

O. K. JOHNSON & CO. LIMITED
697 Bay Street, Toronto 2, Ontario
EMpire 6-9488

AIR-STEAMSHIP-BUS-RAIL-CRUISES-TOURS-HOTEL and RESORT RESERVATIONS

FREE! U.S. STAMPS
PLUS COMPLETE U. S. CATALOG

Sensational Get-Acquainted Offer — From World's Largest Stamp Firm! FREE . . . scarce genuine postage stamp, as illustrated, picturing first U.S.A. (issued in 1847) PLUS big collection of 30 all-different United States-19th century, valuable $1 stamp, etc. **PLUS** collection beautiful Commemoratives including American Revolution, Wild West, 1893 Columbian, many others. **EXTRA:** Big Bargain Catalog of all U.S. Postage Issues; other exciting offers; Stamp Collector's Guide. Send 10c to help cover mailing costs. MAIL COUPON TODAY!

H. E. HARRIS & CO.
4296 Transit Bldg., Boston 17, Mass.
Rush my United States stamps and other offers. I enclose 10c for mailing expenses.

Name.....
Address.....
City &
State.....

A. E. Ames & Co.
Limited

Investment Dealers—Business Established 1889

TRINITY COLLEGE SCHOOL

Port Hope, Ontario

(In its 93rd year)

A boarding school in the country for boys aged 10-18

Applications for admission in September, 1958, should be received before the end of February.

Through scholarships and bursaries to the value of more than $25,000, many promising boys are enabled to attend the school.

174 University Scholarships have been won by T.C.S. boys in twenty-four years.

Full information will be sent on request to the Headmaster:

PHILIP KETCHUM, M.A., LL.D.
Trinity College School,
Port Hope, Ontario.

thing in the nature of a public explanation and promotion of its functions such as the New York Stock Exchange has.

There are several good Canadian corporations with well-based positions in resource industries. Some of these, such as Noranda Mines and Smelters, are largely owned in Canada. Others, such as International Nickel and Imperial Oil, are controlled in the U.S. These are well-managed, progressive companies which should grow. They are listed on Canadian stock exchanges.

A good way to select growth stocks is to follow the holdings of such investment companies as Canadian Investment Fund. These companies are highly skilled in selecting sound, growth situations.

As was concluded in a recent report on foreign investment in Canada, submitted to the Gordon commission, the alternative to receiving U.S. capital for development is a slowdown in the rate of this country's economic growth. The report indicated that the U.S. company in Canada doesn't act any differently than the domestic corporation. Both have the same goal—profits.

Salada-Shirriff-Horsey

What do you think of Salada-Shirriff-Horsey Ltd. common? — H.D. Halifax.

Salada-Shirriff-Horsey is a strong unit in a growth industry. One of the significant developments of recent years has been the way in which food manufacturing and marketing companies have expanded, largely as a result of a modern concept and application of merchandising principles. In general people are spending more money on food. In the forefront of this trend to increased sales are the operating divisions of Salada-Shirriff-Horsey. Salada is in the tea business in a big way, Shirriff produces a number of prepared foods and Horsey is a citrus canner in Florida.

The common stock rates as a speculative investment, which is not without attractions.

Russell Industries

I would be interested in your comments on Russell Industries common from the standpoint of the prospective investor in the same. — J.H., Kingston.

Russell Industries offers the speculative-investment buyer a chance to buy into a cyclical industry on an exceptionally favorable basis in relation to physical and liquid assets. Selling around $7.50, the stock pays 15 cents quarterly, giving an indicated yield of eight per cent. The current dividend looks reasonably secure.

When all precincts are in, earnings for 1957 are expected to show up below the $1.18 a share recorded in 1956. The automobile business, to which the company

supplies components, is not what it was; and the bicycle and machine-tool business is feeling the effect of foreign competition.

There is, however, considerable significance in the company's financial position. The last figure available is at the end of 1956 when workng capital was $12.1 million versus $4.4 million debentures and 764,000 shares of common stock. A little pencil and paper work will show that on this basis the buyer of the common at recent prices is getting into the business under exceptional conditions. Few companies are as well situated as Russell to benefit by the recovery of capital inflows into Canada. Besides auto parts and bicycles, the company is in machine tools and in aircraft components.

In the case of Russell, the value seems to be there. About the worst that could apparently happen to the buyer would be to require more patience than it looks as though he will need at this point.

Beaucage

Is there anything new on Beaucage? — N.T., Winnipeg.

Beaucage is conducting metallurgical research with a view to finding an economical method of producing columbium metal from pyrochlore ores discovered on its property in the Lake Nipissing section of Ontario. The company had previously been thinking in terms of making columbium oxide but has swung over to the idea of making metal. Funds for research are being provided by Power Corp. and Cons. Smelters, the latest being in charge of the project.

Headway Red Lake

Is Headway Red Lake making any headway in connection with its columbium property? — M.E., Montreal.

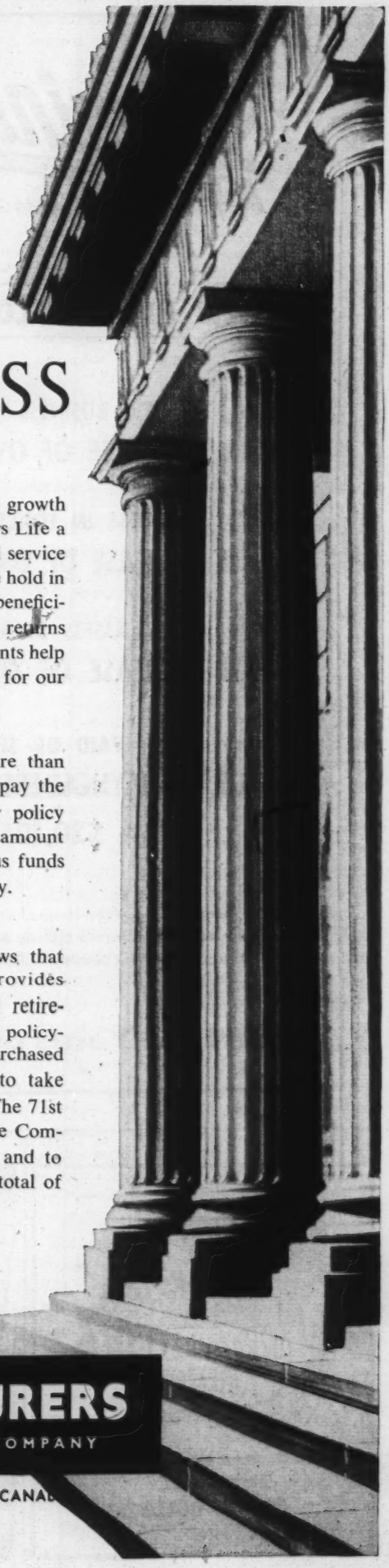
Working in conjunction with Coulee Lead and Zinc, Headway reports progress in developing a flotation process for economical concentration of its raw columbium ore. Laboratory tests of a combined flotation and a chemical liquid-extraction process have resulted in a 99.8% pure columbium pentoxide. Further work is being carried on.

Geco

What is the present status of the Geco copper mine? — M.B., Windsor.

Geco is in production and making money; it has about as much to gain as any from the improved copper prices for which many associated with red-metal mining are hopeful.

Located in Ontario's Manitouwadge area, Geco came into production several


SOLID
PROGRESS
SOUND MANAGEMENT and steady growth have earned for The Manufacturers Life a reputation for strength, safety and service in the public interest. The funds we hold in trust for policyholders and their beneficiaries are profitably invested and returns on these carefully selected investments help to lower the costs of life insurance for our policyholders.
ASSETS OF $761,669,880 are more than ample to fulfil our obligations to pay the sums of money promised in our policy contracts. This figure includes an amount of $59,047,558 set aside in surplus funds providing a wide margin of safety.
THE 71ST ANNUAL REPORT shows that The Manufacturers Life now provides $2,610,637,086 in insurance and retirement protection for over 500,000 policyholders. In 1957 41,000 people purchased $380,499,333 of new insurance to take care of tomorrow's uncertainties. The 71st Annual Report also shows that the Company paid to living policyholders and to the families of those who died, a total of $48,338,145 in benefits last year.
THE MANUFACTURERS LIFE INSURANCE COMPANY
HEAD OFFICE: TORONTO, CANA
(Established 1887)
2-58

THE Dominion Life ASSURANCE COMPANY
Since 1889
HEAD OFFICE: WATERLOO, ONTARIO

NEW HIGHS RECORDED IN 1957

NEW BUSINESS $114,496,000
AN INCREASE OF OVER $19,000,000

BUSINESS IN FORCE $778,762,000
AN INCREASE OF OVER $69,700,000

ASSETS $165,249,000
AN INCREASE OF OVER $9,300,000

PAID OR SET ASIDE
FOR POLICYHOLDERS & BENEFICIARIES
$20,105,000

A complete copy of the Annual report for 1957 may be secured from any of our Branch Offices, which are located in principal cities, or from the Company's Head Office at Waterloo, Ontario

1889 • 69 Years of Service • 1958

58-C

CANADIAN INVESTMENT FUND

Ask your investment Dealer or Broker for prospectus.

CALVIN BULLOCK Ltd.

THE WESTERN SAVINGS AND LOAN ASSOCIATION

HEAD OFFICE - WINNIPEG

months ago and is levelling out around 3,500-3,550 tons a day although 200 or 300 tons a day more than this has been reached. It is, however, indicated that optimum results under present market prices are being enjoyed at 3,500 tons.

A tonnage operation of this magnitude enjoys low costs, more representative indications of which should be available since all ore is now coming from underground.

The company is under the wing of Mining Corporation-Noranda.

Asbestos Corp.

Can you recommend Asbestos Corp. for a flier? — B.D., Calgary.

While certain attractions may be conceded to Asbestos Corp. stock, the policy of these columns is not to try to anticipate short-term market swings but to approach situations from the standpoint of the longer-term investor.

Asbestos Corp. is a high-class industry, based on Canadian natural resources, and operating in a field for which further market expansion is indicated.

At the same time, the asbestos industry has entered a less flourishing era and it is not certain that the market shrinkage which has been witnessed will not be carried further.

A further sell off would create a chance to buy an equity in a leading Canadian resources industry on favorable terms.

In Brief

What is the status of Sunrise Mining? — B.J., Calgary.

The sun set on it for the last time in 1937.

How is Stag Yellowknife Mines? — E.A., Victoria.

Its charter was run to earth in 1956.

Has Prospect Drilling & Development Co. any prospects? — H.M., Edmonton.

Charter cancelled in 1956.

Any activity at Nova Scotia Gold Mines Ltd.? — K.F., Montreal.

Went bankrupt some years ago.

What is Hayes Cadillac doing? — H.S., Regina.

Threw in the towel a while back.

Is Do So Yellowknife Gold Mines Ltd. still in business? — A.S., Saskatoon.

No.

What about Groundhog Gold Mines Ltd? Any life? — P.J., Sarnia.

Alive but hibernating.

Has Golden Rose Mining Co. Ltd. any value? — J.T., Montreal.

None.

Kennan

CONTINUED FROM PAGE 13

while at the same time he has been able to isolate his major opponents within the party — Malenkov, Molotov, and their followers — although he must have made enemies in the army, the party and the bureaucracy all waiting for him to slip.

The Soviet industrial and scientific achievement has been beyond any optimistic forecast. For the first time, as Professor Lloyd Berkner has recently pointed out, the Soviets are able to command intellectual respect from the rest of the world and particularly from the untutored Afro-Asian masses to whom the satellite has become the very symbol of the triumph of mind stimulated by ideology.

Thus if Kennan's thesis is to have more than theoretical value it must be usable as a tool not merely for the improvement of understanding but for the making of policy. Now what is it that he argues? If I understand him, these are his principal points — putting aside a number of ancillary reflections:

1. In their theoretical approach to the West the Soviets remain a deep enemy of our values and continue to hope and believe that "capitalist" Western society must give way to socialist dictatorship.

2. In implementing their hopes and beliefs the Soviets are employing all of the sharp and heavy practices that have marked their diplomatic international behavior from the beginning and particularly since 1947. Their aim is to exploit the divisions within Western society, to capitalize on the anti-Western memories of the ex-colonials in the Afro-Asian world and to use the enormous apparatus of state power represented today by the Soviet Union, its satellites and even China as an instrument in the creation of pressures on non-Communist society as well as to reinforce Soviet power itself.

3. Yet despite the self-confident, even truculent diplomacy of the Soviets, particularly since Sputnik, we cannot ignore their apparent desire for negotiations to relieve tensions in general and to deal with some specific problems of East-West friction in particular. We cannot, further, assume that the Rusians desire war and indeed it is very likely that at no time since the end of World War II have they really intended to engage in a major war.

4. While the Middle East is dangerous, it represents difficulties both to the Soviets and ourselves because the Soviets may not wish to become too deeply involved beyond a certain fixing of their claims to a great power role in the area. The West, however, would be well advised to find alternative sources of oil supply in order not to have its bargaining position vis-à-vis the Arab world needlessly weakened by excessive dependence and the Suez crisis disclosed that this can be done.

5. The central problem of the relations between the Soviet and ourselves is the future of Germany and the satellites. In a real sense, the satellite question depends upon what happens to Germany. It is time for the West to admit that the Russians could never be expected to withdraw from East Germany or the satellites if the West remains in Germany or expects a united Germany to join NATO and the western alliance. Therefore, if the West desires Germany's unification both for itself and as a means of getting the Rusians out of East Germany and out of the satellites as well, the West must find some proper formula to disengage itself from the present involvement in Central Europe.

Specifically this means that the Americans and other NATO forces must leave West Germany and that missile bases ought not to be set up in Western Europe. It also means that if there is to be a united Germany with the Russians gone from the eastern half, the new Germany will very likely be possible only on terms of a strict neutrality, but with sufficient forces permitted to it for its own defence.

6. Although the West must maintain its military strength there is a law of diminishing political returns from an excessive preoccupation with the military aspect of our problems, while the diplomatic side, if properly exploited, could yield more effective gains. For these reasons we must, *on the assumption that the Russians have no aggressive intentions towards Western Europe* seek to negotiate, through regular diplomatic channels, our central differences with them, notably about the German question, the Middle East and perhaps about Formosa and Korea as well. A meeting at the summit is likely to be disillusioning and the best approach is the normal process of diplomacy with all of the detailed preparation and privacy that marks this established technique.

It is obvious at once that Kennan is asking us to re-fashion basically our thinking. Dean Acheson's sharp criticism that no one can give the West any assurance about the non-aggressive intentions of the Russians in Western Europe — least of all Kennan who has never understood "the realities of power", according to his former chief—and Prof. Hudson's interesting point that trouble has broken out between the Soviets and ourselves only where in fact we have disengaged, e.g. Korea, when the Americans left in 1949/50—are debating blows of great force. There is no comparison, in logistical effect, between a Russian withdrawal from East Germany and Poland and American withdrawal to its own shores or even to the edge of Europe.

To speak of a "zone of neutrality"—as the Russians now do, although using the concept of a "nuclear free" zone—is to invite the difficulties that are always present when power has been removed from a politically sensitive area. For if the Americans and the British leave West Germany and the Russians leave the East, can it really be believed that Russian power, an hour's flying time away, or an overnight train-ride for its battalions, will not continue to have a profound effect on the affairs of Eastern and Central Europe? The Americans will have returned three thousand miles to their continental island and their influence on the immediate security and political problems of central and western Europe, will have declined from the day withdrawal takes place.

Moreover, how will disengagement affect such practical questions as the German territories in Poland, the Sudeten-Germans in Czechoslovakia and the measures for effectively reuniting East and West Germany which the Russians insist must be done by way of a bargain between equals thus presuming some kind of federation with sufficient local autonomy in East Germany to retain the essence of its present social system. Indeed are we so sure we wish to see a united Germany which with an American withdrawal is bound again to dominate the continent by its sheer industrial weight and historical position?

Does all of this mean that Kennan's theory has no merit? I do not know the answer. But I cannot see how withdrawal at the very height of Soviet power and prestige will help us either in western Europe on the one hand, or with the Afro-Asian peoples on the other as they watch this contest among the giants and determine for themselves their ultimate allegiances.

Let us negotiate, but let us negotiate from great strength or at the least from the *present* strength. Let us not experiment with an intricate military and political design that seeks a physical disengagement without achieving a true political disinvolvement. We are involved. We do have our posture, face to face, with the Russian world. There are other areas of equal importance but of less risk that may help to reduce tensions, such as the stopping of nuclear testing and weapons production with suitable inspection and controls for both. We can try to bring the Russians reasonably into a four-power guarantee of the *status quo* in the Middle East, although surely not at the price of eliminating the Bagdad Pact or the positive aspects of the Eisenhower Doctrine.

We can seek some cooperation with the Soviets in capital and technical assistance, even a healthy competition with them. We can intensify cultural exchanges and reopen the whole question of our trading relations with them. But to disengage while we yet have reason to believe how certain they are that they will inherit the earth and that we shall be the failures in history, seems to me to ask for even greater troubles than those with which we are burdened today. The task of diplomacy is to nibble away at manageable problems in the hope that time is on the side of sanity.

Insurance

by William Sclater

Unsatisfied Judgments

I am surprised to hear that if two drivers and cars from another province or even from two U.S. states are involved in an accident in Ontario and one or both are financially irresponsible (have no proper auto insurance) that claims can be entered under the Ontario Unsatisfied Judgments Fund. Is this true? Don't you think, since this fund is subscribed solely by Ontario motorists its benefits should apply solely to Ontario residents? — A.K., Sudbury.

Provided the accident happens in Ontario the victims can claim under the Unsatisfied Judgments Fund if the driver is financially irresponsible. We welcome the strangers within our gates who drive our highways and when we do that we accept a measure of responsibility for them also.

Paid-Up Policy

On May 20, 1923 I took out a $5,000 total disability without profits life insurance policy with a well-known Canadian insurance company. When it matured on May 20, 1944 I left it with the company as a fully paid-up policy with a cash value at maturity of $3,165. They assured me the cash value would increase on each anniversary as long as the policy remained in force. On checking May 20, 1957, I found the cash value was $3,885 and on May 20, 1958 it would amount to $3,935. This looks like a very small interest rate, of less than 1½% latterly, which is less than bank interest on deposits. Is this in order or have you any suggestions to improve the situation?—C.F., Richmond Hill, Ont.

The present cash-in value is just under $3,935 but if you died tomorrow your estate would receive $5,000. That's the reason for the low interest rate. There's still insurance there to be covered and, as we get older, the rate increases. You do not mention your age, but at age 60, number of deaths per 1,000 are 22.58; at 65 the rate is 35.98; at 70 it is 55.07; at 75 it is 86.01 and at 80 it is 133.22.

It would cost you a very high rate of premium at your present age to buy that extra $1,000 of insurance your policy is gradually coming up to. As it is a non-participating policy it is probably predicated on a cash value of $5,000 at age 100. At least you do have it paid up whereas if it was ordinary life you would be paying an annual premium. The gamble of course is that if you cashed it in and invested it at 5 1/4% as some of the present trust company deals are offering would it pay you to do so? Not knowing your dependent situation I'd hate to advise you to make any change. My own inclination would be to leave it where it is, where it is sure, if you want to do the best you can for your estate.

Theft in Hotels

Who is responsible when a coat is stolen in a hotel? I ask because friends of ours visiting a hotel to play games in a bazaar in a lobby lost out when a fur coat was stolen.—P.E., Vaudreuil, Que.

Depends on who is liable. It doesn't follow, just because it happened in a hotel, that the innkeeper is liable. Your friends were obviously not resident in the hotel. In a recent case in Quebec where a fur coat was stolen in a hotel it was found that the woman had visited the hotel with her husband on the evening in question and had hung her coat in a cloakroom where there was no attendant, after the manager had refused to take it into his office. The Court found the hotel was not duty bound to look after the fur coat in such circumstances and it was up to the lady to keep her coat with her. Hope your friend's coat was insured. If it was the loss would be covered.

More Life Cover?

My life insurance agent keeps telling me I have urgent need of more life insurance because of certain conditions in my business. I bought an old plant recently and modernized it and am extending my sales operations into other provinces. While I shall make out very well over the long haul I am over my head in debt at the moment and will be in that condition for some time. I intend to buy more when I have the money coming back but meantime I can't see his argument, though he means well. What do you think?—R.M., Fort William.

You don't say what age you are, what family you have to look after or how much insurance you have in force now but it is obviously not enough in your life underwriter's view and he sounds like a sensible fellow.

Why? To begin with you are probably driving yourself hard to meet the obligations and responsibilities of your expanding business. Suppose you were to pop off or to become so incapacitated you couldn't attend to business right in the middle of all this debt and expansion you've taken on? Would the business collapse and leave your estate in a morass of debt that your creditors would take over at 20 cents in the dollar and take your insurance to do it? Maybe you've someone who can step in but that still leaves you vulnerable.

With a much more valuable estate you'll have much higher succession duties to meet. Is your present insurance geared to that? The older you are the more your increased life insurance will cost and none of us know when the old gent with the scythe is going to come around. He comes mighty unexpectedly at times. Why not take a good hard look at your actual cash position if a contingency like that did happen — and I hope it won't — in the present expansion. Then call up your life underwriter and hear what he suggests.

U. S. and Canada

If I drive my car in other provinces or take a vacation trip through the States, what kind of auto insurance will I need to meet the various provincial and state requirements and what happens if I don't have it?—N.M., Toronto.

Nothing until you get into an accident and then plenty! Your driving privileges can be suspended. Your car can be impounded in most jurisdictions. Until judgments are satisfied you will remain in that position and you will not be permitted to drive there again until you furnish proof of future financial responsibility.

Auto insurance with minimum limits of $10,000 and $20,000 for public liability and $5,000 for property damage will get you by anywhere in Canada, though you will need a "pink slip" from your Insuror certifying you have the minimum protection required. The same minimum limits will get you by in most U.S. states except Connecticut. There the Public Liability minimum is $20,000 and $20,000, the same for bodily injury to one person as it is to more than one person.

Pink slips are not acceptable in U.S. States. When you are involved in an accident you must furnish particulars of your insurance on the report form and await its acceptance. Always have a list of your Insuror's representatives in any U.S. State you are driving in and call for their help immediately if you are involved in an accident. Remember too that if you are convicted of an offence that would bring suspension of your driving licence back home, the common law provinces of Canada, except P.E.I., will take similar action against you. Comprehensive auto cover with public liability and property damage limits of $100,000 is recommended as good protection, and need in these days of rising costs and jury awards.

1957

ANOTHER RECORD YEAR

Canadians purchased $578 million of life insurance from the London Life . . . $65 million more than in 1956

LIFE INSURANCE ISSUED—In 1957 the life insurance issued by the London Life set an all-time record for the Company. The total of $578,000,000 exceeded the 1956 mark by $65,000,000, and represents an average of $2,250,000 for each working day of the year.

LIFE INSURANCE IN FORCE — The Company's insurance in force increased during the year by $403,000,000 and now exceeds $4,196,000,000, not including annuities, or business reinsured with other companies. Today over a million and a quarter Canadians are insured under London Life plans.

POLICY PAYMENTS—Payments to policyholders and beneficiaries, together with amounts set aside for their protection, exceeded $80,000,000. This is $6,000,000 more than the corresponding sum for 1956.

INVESTMENTS—In 1957, the major part of funds available for investment was again placed in new mortgage loans. These loans, principally effected to provide new dwellings for families across Canada, exceeded $58,000,000. The Company's total mortgage loans, now over $389,000,000, represent over 64 per cent of the Company's net invested assets of some $602,000,000.

POLICY DIVIDENDS—The high scale of dividends which was established one year ago will be continued in 1958. Dividend payments in 1957 totalled over $13,000,000.

SICKNESS AND ACCIDENT BRANCH—In the Group Sickness and Accident Branch, the insurance on Canadian employees and their dependents increased by more than 16 per cent. Benefits paid out reached a new mark of nearly $10,000,000—some $1,400,000 more than for 1956. Over 208,000 separate claim payments were made during the year.

The London Life's progress in 1957 reflects the confidence of the people of Canada in the Company's carefully selected and well trained representatives, and in its ability—proved by its record through the years—to provide life insurance at low cost to its policyholders.

For a more detailed account of the Company's business in 1957, write to the London Life Head Office, or call one of our Branch Offices, for a copy of the Annual Report booklet.

London Life

INSURANCE COMPANY

Head Office · London, Canada

THE SHAWINIGAN WATER AND POWER COMPANY

Notice is hereby given that a dividend of fifty cents (50c) per share on the Series "A" 4% Cumulative Redeemable Preferred Shares and a dividend of fifty-six and one quarter cents (56¼c) on the Series "B" 4½% Cumulative Redeemable Preferred Shares of the Company have been declared for the quarter ending March 31, 1958 payable April 2, 1958 to shareholders of record February 28, 1958.

By Order of the Board.
R. R. MERIFIELD,
Secretary.
Montreal, February 3, 1958.

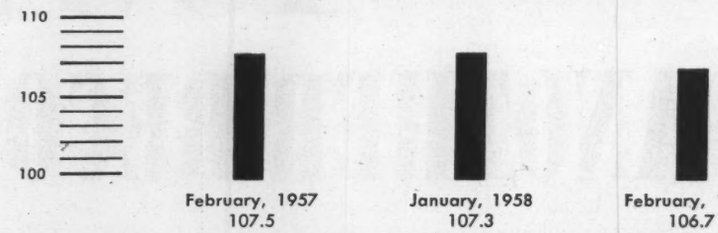
Short Story Award
$200

Offered by the Imperial Order Daughters of the Empire Provincial Chapter of Ontario
Contest closes April 30, 1958
Judge: DR. FRANK STILING, President
University College
University of Western Ontario
BEFORE SUBMITTING MANUSCRIPTS, OBTAIN CONDITIONS FROM
Provincial Chapter of Ontario, I.O.D.E.
168 Jackson Street West
Hamilton, Ontario

Advertising and **publication printing**
Saturday Night Press
71 RICHMOND ST W., TORONTO

Use Easter Seals

Saturday Night Business Index for February



(Saturday Night's Business Index is a compilation of statistical factors bearing, generally, on Canada's gross national product. It is designed to reflect pace of economic activity. The base 100 is drawn from 1955 data.)

Indicator Table	Unit	Latest Month	Previous Month	Year Ago
Index of Industrial Production (Seasonally Adjusted)	1935-39 =100	276.6¶	278.0	290.1
Retail Trade	$ millions	1,269¶	1,225	1,246
Total Labor Income (Seasonally Adjusted)	$ millions	1,285†	1,292‡	1,236
Consumer Price Index	1949=100	123.4	123.1	120.3
Wholesale Price Index of Industrial Materials	1935-39 =100	232.8	231.8	251.1
Inventory, Manufacturing Industry (Held & Owned)	$ millions	4,899¶	4,889	4,545
New Orders, Manufacturing Industry	$ millions	1,728¶	1,729	1,846
Steel Ingot Production	1000 tons	338.7‡	350.8	439.9
Cheques Cashed, 52 Centers	$ millions	18,219¶	19,181	18,113
Imports for Consumption	$ millions	‡		
Exports, domestic	$ millions	‡		
Contract Awards (MacLean Building Reports)	$ millions	190.3†	187.8	125.8

¶ November ‡ December † January

Due to the early appearance of the February issue several indicators were not available at deadline.

by Maurice Hecht

ALTHOUGH THERE is little doubt about the general slowdown of the economy, there are encouraging signs in the hesitation of some sensitive indicators. Some, in fact, point upward.

Overall, more spending by governments on all levels plus higher federal grants and tax cuts may reverse the economic direction, but it is too early to tell.

In the meantime, residential building statistics are the bright indicators. Value of contracts awarded in January was more that double that of a year ago. For months now residential building awards have shown very substantial gains. Housing specialists advise that this may be temporary as family formations are not high enough now to support a big housing growth on a long term basis.

In any case, 1958 should be a good housing year and help trim the unemployment total. Industrial building is down but we still have a good year of work on the Seaway and other major projects. Industry capital investment plans, currently lagging, could be accelerated.

The halt in the rise of consumer prices is another healthy sign. The drop in consumer credit, mainly because of slow auto buying, could also be healthy if confidence returns shortly. Consumer reluctance to buy can change with a snap. If current spending in Canada and a change in the U.S. scene improve the outlook shortly, customers, who have been saving money, will spend.

Now is probably the in-between stage. Even if we have already hit bottom we won't know it for some months. In the meantime we do know that although we have slid into a recession, we have not tumbled into a depression.

Sweden

CONTINUED FROM PAGE 17

Trans Atlantic fares on all lines are identical, $640 return to Stockholm for tourist class. Overseas fares are expected to go up about $45, on distances such as these, on April 1.

Service on the SAS flights, in DC-6B's, is excellent and the catering superb, in the best tradition of Scandinavian hospitality.

Once in Stockholm, the first-time Canadian visitor registers a number of impressions: the cheapness, by Canadian standards, of lodging and food; the fluent English spoken by virtually any Swedes he will meet; the pride of Swedes in their 700-year-old capital and its splendid buildings; the juxtaposition, without clashing, of old and modern architecture; the pleasing design of much of the furniture and household accessories; the cleanliness of streets and buildings.

A single room without bath, in establishments classified as first class, starts at 9 to 14 kroner ($1.80 to $2.80) and goes up to 22 Kr. ($4.40) for a double with bath. Luxury hotels, of which there are not many in this country of few rich, few poor, can go as high as 44Kr. ($8.80) for double accommodation, exclusive of the 15% service charge which is added.

In the brand new Hotel Foresta, in Lidingo, a suburb 15 minutes drive from downtown Stockholm and overlooking the city, the double rate is 41 Kr. The exchange rate is steady at around 19 cents to the kroner, or say five to the dollar for rule of thumb calculations by a visitor.

A good table d'hôte lunch runs from 50c to $1.25; dinner, not including drinks, 70c to $2.00. The smorgasbord is all it is reputed to be. It bears no resemblance whatever to the dishes of tired canned fish sometimes offered by Canadian restaurants as "genuine Swedish smorgasbord."

A smorgasbord is a man sized meal, no matter how modestly you go at it. Obviously it should be tackled in leisurely fashion. The head waiter, whose English is probably as good as yours, is available to advise beginners on the order of events. Swedes themselves seem to pay no attention to the ritual of taking fish dishes first, then meats, and so on. But it's fun no matter whose ground rules you play.

The capital itself gives most visitors plenty to do, simply shopping, sightseeing and dining out. The country is famous for many products, especially glass, stainless steel and silver tableware, pewter, ceramics and textiles. They are displayed in dozens of department stores and specialty shops. Most of these establishments will pack and ship purchases, eliminating the worry of carrying overweight baggage on the flight home.

Who will help Gabriella?

Gabriella is six, the eldest of three children. She never slept in a bed. She goes to school because she gets one free meal a day. She has no others. She never owned a toy. Home is a hut, 9 x 12. The walls are of cardboard in spots where the logs have rotted away. The floor is earthen . . . there are no facilities. Gabriella's parents survived the war in Italy, but now there is no employment. Their hearts are torn, for they cannot help their child . . . not even comb her hair . . . they do not own a comb. Gabriella's hunger is unappeased, her misery deep. She cannot smile. Help to this family means hope instead of despair . . . a chance to live. Won't you help her and her weary parents or other distressed children . . . many without one or both parents? They only look to you.

You, alone, or as a member of a group, can help these children by becoming a Foster Parent. You will be sent the case history and photograph of "your" child upon receipt of application with initial payment. "Your" child is told that you are his or her Foster Parent. All correspondence is through our office, and is translated and encouraged. We do no mass relief. Each child, treated as an individual, receives food, clothing, shelter, education and medical care according to his or her needs.

The Plan is a non-political, non-profit, non-sectarian, independent relief organization, helping children in Greece, France, Belgium, Italy, Western Germany, Viet Nam, and Korea. International headquarters is in New York. Financial statements are filed with the Montreal Department of Social Welfare and the Toronto Board of Trade. Full information is available to any competent authority. Your help is vital to a child struggling for life. Won't you let some child love you?

All contributions deductible for Income Tax purposes.

Foster Parents' Plan, inc.

PARTIAL LIST OF SPONSORS AND FOSTER PARENTS

Honorable and Mrs. Hugh John Flemming, N.B.
Honorable and Mrs. George Hees, Toronto, Ont.
Dr. R. P. Baird, Kitchener, Ont.
Mr. & Mrs. Peter D. Curry, Winnipeg, Man.
Mrs. L. B. Cutler, Vancouver, B.C.
Rev. Dr. E. R. Fairweather, M.A., Toronto, Ont.
Anna Freud
J. Q. Maunsell, Q.C., Montreal, Que.
Kiwanis Club, Peterborough, Ont.
Dr. & Mrs. John M. Olds, Twillingate, Nfld.

FOSTER PARENTS PLAN, INC., DEPT. SN-2-1558
P.O. Box 65, Station "B", Montreal, Que., Canada

A. I wish to become a Foster Parent of a needy child for one year.
If possible, sex .....
I will pay $15. a month for one year ($180.00). Payments will be made quarterly ( ), yearly ( ), monthly ( ).
I enclose herewith my first payment $.....

B. I cannot "adopt" a child, but I would like to help a child by contributing $.....

Name.....

Address.....

City.....Prov.....

Date.....*Contributions are deductible from Income Tax.*

Tax Laws

CONTINUED FROM PAGE 18

order to make ends meet, it is necessary for both to work, the wife at least part-time.

A married person supporting a wife can claim $2,000 and his wife can have income of $250, a total exemption of $2,250.

If a taxpayer is entitled to claim "equivalent" status, by virtue of being single and supporting a dependent, he can claim $2,000 and the dependent can have income not exceeding $950, thus giving a total exemption of $2,950.

To emphasize the irregularity here, a married man with two children and a working wife would be better off to obtain a separation or divorce, and then he and his wife could claim one child each for equivalent status. The total exemptions would be $2,000 in each case, or $4,000, and the children could have exempt income of $950 each or $1,900. These $4,000 and $1,900 figures are a far cry from the usual $2,300 exemption ($2,500 in 1958) plus $1,900 exempt income for the children and $250 exempt income for the wife.

Case 3.

To qualify as a dependent, a person or child must not have income of over $950 during the year and must be wholly dependent for support upon the taxpayer. While the Income Tax Act taxes income only, and exempts capital and certain other Pension, workmen's compensation and unemployment insurance payments, the Income Tax Department quite often disqualifies a person from dependent status because he is in receipt of such non-taxable income. In most cases, the funds received by the dependent from these exempt sources are not sufficient to maintain life and the claiming taxpayer does contribute substantially to the dependent's upkeep. Yet the Income Tax Department interprets that, because the person was not wholly dependent for support upon the taxpayer, the claim cannot be allowed, even though the income received by the dependent is exempt income.

This appears to be a case where the Income Tax Act taxes more than income or where certain receipts can have a dual status at the discretion of the Income Tax Department.

Case 4.

Claims for medical expenses above 3% of net income to a certain maximum, depending on the individual's personal exemptions, can be made. These expenses, to be claimable, must be paid during a 12 month period ending in the taxation year. If expenses are insufficient to claim in one taxation year, or if some expenses still remain after the maximum claim has been allowed, the insufficiency or excess can be carried on to the next taxation year and may be claimable then.

Some of the medical expenses that can be claimed are an artificial limb, brace for spine or limb, hearing aid, wheelchair or iron lung. Eye glasses can *not* be claimed. Why the discrimination is unknown. But eyeglasses meet with the same requirements as these other supports and they are worn by more people. Indeed, a person could possibly earn a living without any of the allowed items but, in most cases, could not without eyeglasses.

As well, costs of all medical expenses have risen sharply with our inflationary economy. What was once considered exceptional medical expenses can now almost be considered normal or below. A severe automobile accident or illness requiring months in hospital, specialists and 24-hour nurses can ruin a person financially. Yet a taxpayer is limited to a medical expense claim of $2,000 or $3,000 with a one year carry-forward. He might still have to pay a substantial tax and could be disbarred from claiming a large amount of his expenses because of the one-year carry-forward restriction.

Case 5.

The Income Tax Act taxes income only and excludes capital. Yet, more and more, taxpayers are being taxed on capital gains because of Section 139 (1) (e), which reads:

"Business." — "business" includes a profession, calling, trade, manufacture or *undertaking of any kind whatsoever and includes an adventure or concern in the nature of trade* but does not include an office or employment;

Unincorporated business, professional men, self-employed persons and free-lance entertainers all are assessed basically under this section, for it was intended primarily to tax profits and earned income from occupations. The underlined phrases are the ones usually quoted by the Income Tax Appeal Board when rendering its decision on "capital gains as income" appeals. The decision is usually negative unless the appellant can convince the Board that the capital gain could not be helped. Very few accomplish this feat.

The complete and overall coverage afforded by this section is worse than a set rule governing capital gains. All capital gains could come under this section because capital gains do not just happen. People normally buy things with the anticipation of making a non-taxable profit as well as income.

There are two suggested courses of remedial action and they boil down to either imposing a capital gains tax, or leaving capital gains alone and sticking to income tax.

Case 6.

Property used to produce income can be depreciated on a diminishing balance basis. This is called "Capital Cost Allowance", usually shortened to C.C.A.

Under this system if the property is sold or disposed of at a price exceeding the original cost or the January 1st, 1949 value as shown by the income tax return, the C.C.A. previously allowed is "recaptured", or becomes taxable income which can be averaged over 5 years for taxation purposes. If the property is sold for a price below the current undepreciated capital cost (or balance), as shown by the previous year's final net value, then a terminal loss is allowed in the year of disposal.

In our present inflationary economy, the latter rarely ever happens. Usually a profit is made, which is probably why the C.C.A. system was installed in 1949. But the question comes to mind that if deflation did set in drastically over a period of years, would this system be retained? Would these regulations be amended to eliminate terminal loss claims? Any change would probably mean a return to the much simpler straight-line depreciation system and would save the Government millions of deflated dollars. If deflation occurred, revaluation of assets could also occur.

Case 7.

Before destroying any financial records or supporting vouchers, a taxpayer is supposed to request the Minister's approval. If the request is reasonable, permission to destroy is normally given. But in a great many cases records must be kept longer than necessary and stored for the Government's convenience at the taxpayer's expense.

The C.C.A. records previously mentioned are examples. The base date is January 1st, 1949, and, assuming good times, records for 50 years or more would have to be kept and stored.

Case 8.

Section 139 (5) reads:

Arm's length. For the purposes of this Act,

(a) related persons shall be deemed not to deal with each other at arm's length; and

(b) it is a question of fact whether persons not related to each other were at a particular time dealing with each other at arm's length.

This is another of those sections like the one dealing with "Business" under which certain capital gains are taxed. This section permits the Income Tax Department to delve into and scrutinize all and any types of deals to establish if an ulterior, tax-evading purpose was the reason for the deals.

Persons who do not deal with each other at arm's length are those related

by blood, marriage or adoption and corporations and their controlling shareholders or groups of shareholders as well as corporations with various degrees of association between them and with similar shareholders. The (b) phrase of Section 139 (5) permits the Income Tax Department to make any interpretation it desires. Under The Income Tax Act, the burden of producing proof is on the taxpayer, so some extremely difficult problems could be, and have been, presented to taxpayers thanks to this carefully-worded and loosely-applicable section.

After reading these examples, it is quite obvious that clarification is necessary in most cases. This should be done in the best possible legal language and written right into the Act itself thereby being binding on both taxpayer and tax department.

Common sense, taking into account today's economic conditions, and a sense of fairness should dictate the adjustment of inequitable and outmoded provisions.

The Income Tax Act might then grow another hundred or so pages and be much more complex. But honest taxpayers would no longer have to fear unpublicized and unfair interpretations.

The Income Tax Act would once again be used for the sole purpose for which it is intended — taxing income.

Airports

CONTINUED FROM PAGE 9

baggage is checked and airport buses are boarded. There are usually plenty of porters (the trade seems almost non-existent in Canada) to take the baggage to the check-in counter, comfortable chairs in which to wait for the bus departure for the airport, reading material supplied by the airlines, newsstands and gift shops, restaurant or snack bar facilities. These city terminals are located in the city centre, conveniently close to other transportation facilities and with ample parking space.

Other countries build their terminals with functional design and beauty of architecture foremost in their minds. In St. Louis, the acoustical-dome terminal with its lofty shells and great vaulted ceilings, indirect lighting, low-level public address systems and soft colors creates an atmosphere matched to the sky and to the freedom of the air age. More than half the space is rentable where the average Canadian terminal rents very little space. St. Louis Terminal, unlike those in Canada, operates in the "black". Revenue from concessions and rentals (including the bars) makes this a municipal service which pays its own way.

Our press party on their arrival in New York from Europe went through immigration, health and customs inspection at Idlewild's new Terminal City in half the time required by the old procedures (which were much faster than those in Canada). Instead of crowding around a customs check-out counter, they claimed their own baggage from a rack, placed it on any one of the 32-aisle supermarket-type moving check-out counters where a customs official inspected it in minimum time. A glass-enclosed lounge on the balcony at Terminal City holds relatives who can watch the arrival of the passenger they have come to meet. For departing passengers each of a large number of airlines has its own waiting room, much larger and better equipped than Malton Airport provides for all airlines. Nearby there are barber shops, coffee shops, a book store, florist shop, a jewelry store and other waiting rooms.

The passenger flow through London Terminal is markedly different than that through a Canadian terminal like Montreal. When I arrived at the United Kingdom, I and other passengers were conducted by a pleasant guide through a covered ramp to a well-furnished separate reception room. There we were quickly passed through passport, immigration, customs and health formalities. Our luggage continued on a conveyor belt to the front door where it was loaded on bus or taxi.

At Montreal Airport we had to wait in a bare room with inadequate and uncomfortable chairs for 15 minutes because another aircraft had arrived just before us. After a confused gauntlet-run of immigration and health personnel, we were subjected to a tedious customs examination completely lacking of system or mechanized facilities. In another bare and cheerless waiting room where we waited for a connecting domestic flight, none of the few services were open as it was an off hour. The coffee shop was crowded and there was only one waitress.

For us returning U.K. passengers, Toronto was even worse than Montreal, although it was early Sunday and presumably an off-time. There were no seats, no porters, no taxis, (no bars), nothing except a surplus of dissatisfied air travellers who mentally must have been comparing Toronto's shack-like terminal with that recently left in London.

Dallas, Texas, with a population of some 300,000 (compared with more than a million in Toronto) has produced a new $7.5 million single-level terminal with 375,000 square feet of space. It is expected to produce $861,645 in revenue in 1958 and more than $1 million by 1960. Concessionaires alone spent $1 million finishing off their own space. Some of its modern features are: moving sidewalks from automatic doors, self-service baggage claim, directional-flow passenger traffic; accessibility of all services; covered walks to parking areas.

Four years ago the Montreal *Gazette* editorialized on the inadequacy of Montreal's facilities in the following vein:

"The cover of the current issue of the ICAO (International Civil Aviation Organization) Bulletin is something to set air passengers in and out of Montreal to dreaming. It is a photograph of the terminal building at the new Klotein Airport, Zurich, Switzerland.

"On the left, a four-storey office building is topped by four storeys of control tower. In the middle is the restaurant building, an airy, attractive structure with the whole wall facing the runways—a wall three storeys high—a giant picture window. To the right is the handsome three-storey passenger wing.

"In that wing, out-going passengers are channeled through the top floor, incoming passengers through the ground floor, while baggage is processed in the basement.

"Zurich is a city of 380,000. Its airport is the home of the national airline, Swissair. The complete airport installation at Klotein, terminal building and all, cost 26 million dollars. Zurich is only one of a score of international airports in Western Europe.

"Montreal is a city of close to two million. It is the home of Canada's national airline, TCA. It also serves an area known as the air capital of the world because both ICAO and IATA are located here. It is not only Canada's busiest airport but Canada's only major international terminal.

"Yet its terminal buildings, compared to Zurich's, look cheap, cramped, makeshift. Which they are.

"That air capital of the world phrase will become one of derision, if major improvements are not made soon."

That was four years ago. Since that time the government has announced plans for a new $10-$12 million terminal in Montreal and a similar $15 million construction for Toronto.

Meantime, international travellers at Montreal are still using the same "cheap, cramped, make-shift" facilities, and the steel framework of the new building has become a new and seemingly unchanging landmark for Montrealers. The new facilities can not be ready before 1959 at the earliest.

Nothing has been done about the Toronto terminal and its completion is still several years off.

Deputy Minister of Transport John Baldwin has given the assurance that Toronto's terminal, "once all the work is done" will be "the most modern in the world — bar none."

If Canadian air passenger traffic increases in the next few years at the expected rate, and if the government's long-deferred plans proceed at their predictable pace it seems likely that — if Mr. Baldwin is to fulfill his prophecy — he will find himself in charge of Canada's first space-rocket station providing transportation to the moon.

Susskind

CONTINUED FROM PAGE 15

youth orchestra; given a hearing to Canadian composers on the order of Oscar Morawetz; boosted young Canadian conductors like 24-year-old Torontonian Victor Di Jello; and trail-blazed such modern works as Alban Berg's *Wozzeck*. "A first-rank conductor," sums up Hugh Thomson, Toronto *Star* music critic. George Kidd, of the Toronto *Telegram*, salutes him even more ecstatically, "He has a touch of greatness."

Susskind's detractors refer to him as an erratic and theatrical firebrand. "He's not a maturely creative conductor," argues one violinist in his orchestra. "Sure, he has form, discipline and logic on his side, to an almost frightening degree. He won't demand anything from his men that he can't do better himself. But he lacks the imagination, the sense of fantasy, the delicate subtlety, that the truly great conductors have."

Susskind himself, a man endowed with a massive self-confidence, assumes a lofty attitude toward his snipers. "What is the function of a good conductor?" he asks rhetorically, while toying with a Scotch highball and puffing one of the 20 cigarettes he allows himself daily. "His function is to conduct good. That's all."

He first became entranced with the piano at the age of two in Prague, where he was born Hanus Susskind. (His name is pronounced "Soos-kind" to rhyme with "moose-tinned".

He gave his first piano recital in Prague's Mozart Hall at 17, and at 20 was assistant conductor, under George Szell, at Prague's German Opera House.

Three days before the Nazis invaded Czechoslovakia, Susskind was happily in Holland on a recital tour, with his mother. His father died in the homeland, and his brother escaped to become a professor of electronics at University of California. But Susskind was never to visit his country again.

As a refugee alien in London, Susskind was refused a work permit by the British Ministry of Labor. He eked out a living by clandestine piano teaching, giving chamber music concerts with a Czech cellist and violinist, and writing scores for U.S. film documentaries, *The Crisis* and *Lights Out In Europe*. Ultimately, he was allowed to become a naturalized British citizen. As conductor for the Carl Rosa Opera Company, he toured England in blacked-out trains amid crashing bombs.

After six years as conductor of the Scottish National Orchestra in Glasgow, and as a nomad freelancer from South Africa to South America, Susskind took over for three years as conductor of the Victoria Symphony Orchestra in Melbourne, Australia. Here he met his second wife, a beautiful ashen blonde law student, Jeanne Letcher, who was secretary of a Melbourne chamber music society, and a spare-time pianist. (He had already been married for 10 years to an English cellist, Eleanor Warren; they were divorced in mid-1954, with a son, Peter, now 12, in her London custody.)

When he is not leading the Toronto orchestra, Susskind earns an additional $25,000 a year guest conducting. Last summer, he beat off with his baton bat-like insects while conducting the Israel Philharmonic Orchestra in a 4,000-seat open-air amphitheatre by the Sea of Galilee. This summer, he will conduct the London Philharmonic and the Edinburgh Festival Orchestra. He also took off five weeks this winter to tour with the Houston Symphony Orchestra, which aroused rumors that he was leaving Toronto to become permanent conductor in Texas.

"This is a good rumor," Susskind says, "because the gossips said I was too good for the Toronto Symphony. It just isn't true."

Actually, Susskind's contract runs until April, 1959, and Jack Elton, business manager for the Toronto Symphony Orchestra, is delighted, because Susskind's conducting has had a felicitous effect on the Massey Hall boxoffice. "Our gross sales are up $10,000 over last year," says Elton.

Abuses

CONTINUED FROM PAGE 11

Bill of Rights (1947) Federal anti-discrimination provision in the fair wages policy and National Employment Service; measures outlawing restrictive covenants in property (Ontario and Manitoba) and insurance (Ontario) and anti-discrimination by-laws in several cities. One of these, in Windsor, forces builders to sell without discrimination any housing built on land bought from the city.

Quebec, Alberta, Prince Edward Island and Newfoundland have no human rights laws.

The records of trade union human rights committees are filled with sad little tales of racial and religious slights.

A Negro sleeping car porter saved up and bought a home in a new Montreal suburb. For the first few days he and his family were too busy moving in to notice anything amiss. Then one evening he saw a group of neighbors gathering in a house across the street, casting cold stares at his picture window.

Next day he learned the meeting had been planning ways of getting him out of his house — raising a petition, making things uncomfortable for him, buying him out. The plot failed when two friendly families refused to go along with it and threatened to expose it.

A Winnipeg bank manager sent a letter to high school principals outlining job prospects in banks but suggesting Jewish children should not bother to apply.

A Negro Baptist pastor, Rev. George Williams had a $70 a month one-bedroom apartment in Toronto. He wanted a two-bedroom apartment in the $125 a month class and viewed 25 he would have liked to rent. Each time he was refused.

The worst victim of discrimination is always the Negro. Stamped by his skin, he faces more and higher barriers than members of other minority groups.

If Canada's Negro discrimination problem is relatively small it is not because Canadians are noticeably more tolerant than anybody else but because the Department of Citizenship and Immigration has done its best to keep Negroes out.

As Premier Grantley Adames, of Barbados pointed out at a recent Couchiching conference: "Your immigration laws are worse than the McCarran Act in the United States. It at least allows 100 nationals from each territory in the West Indies to enter the U.S. each year."

So most of Canada's 24,000 Negroes are third and fourth generation citizens. They live in the southern tip of Ontario around Chatham, Dresden and Wallaceburg (about 5,000) in the Maritimes (about 9,000) and in Toronto and Montreal (5,000 each).

Ontario's last segregated school for colored children closed in Chatham in 1891, but the law still provides for separate Negro schools.

Some restaurants in Halifax and New Glasgow bar Negroes. Until recently a Truro public school provided separate toilet facilities for Negro children and New Glasgow theatres restricted Negro people to the balcony.

One Negro woman was refused service in a Nova Scotian Chinese restaurant. "How dare you!" she fumed at the Oriental owner. "We're both in the same boat."

The rate of advancement of the 5,000 Negroes in the Halifax area can be judged from the numbers of Negro professional men — no doctors, one lawyer and two ordained ministers.

How can the new FEP and FAP laws help these people?

Experience in the courts has shown that race or religious discrimination is extremely hard to prove, but that it can be done.

In July 1956 Judge Douglas C. Thomas drew the "logical and irresistible inference" that Sid Forbes, a Negro sales organizer was refused a Toronto apartment because of his color.

But the judge ruled that an apartment house was not a "public" place so the owner could not be guilty of an offence under the Ontario FAP Act. An attempt to mend this hole in the act was made at the last session of the Ontario Legislature but the motion did not get a second reading.

FEP Acts in five provinces forbid employers to ask the race, religion, or

place of birth of a job applicant, or to publish advertisements restricting applications in this way.

The Federal act extends this to cover federal jobs and firms with federal contracts.

Habit dies hard, however, and the illegal questions are still being asked. A survey of application forms issued by Vancouver firms showed 63% of them asked about nationality, 70% place of birth, 18% religion and 14% racial origin.

In Toronto, 30% of firms surveyed, including a Crown corporation, four insurance companies, two banks, an oil company and a government employment service had illegal questions on their forms.

Laws against discrimination are still new to Canada. So far they have been more effective as a threat than when actually applied in court.

Prime Minister Diefenbaker has promised a Bill of Rights for all Canadians.

Whether this will increase the freedom of the people as a whole or, as some fear, limit it, remains to be seen. However general its terms, it should offer some hope to those of us who are less free than the rest.

Cigarettes

CONTINUED FROM PAGE 7

When Tabacofina moved in with *Carousel* and *Belvedere* they set their sights on 10 per cent of the market. Rothmans who followed with their name-brand *Rothmans*, aimed for 30 per cent of total sales. Recently, Tabacofina has claimed about 1½ per cent of national sales and Rothmans say they captured 10 per cent of Toronto area sales within four months of their appearance.

Both newcomers said a big reason for their coming to Canada was the potential of the market.

They saw that annual Canadian cigarette consumption had risen steadily from 14,265 million in 1945 to 17,848 million in 1952 and then jumped to 26,997 million in 1956. They also noted that since 1945 the number of Canadian smokers had increased by 15 per cent and that although the average American smoked more cigarettes than the average Canadian, the gap was narrowing. Canadian per capita consumption totals about 1,700 cigarettes a year compared with 2,470 in the U.S. The probability of an enlarging population was also an attraction.

Tabacofina stated their intention was to "edge in", picking up sales as the population increased. Rothmans said they planned a frontal attack on a market which they described as "one of the least competitive in the world." They cited average advertising spending in Canada at the rate of six cents per 1,000 cigarettes in contrast to about 50 cents per 1,000 cigarettes in the U.S. Imperial, on the other hand, said the Canadian market is "at least as competitive" as the U.S.

But behind the impending merchandising competition, trouble was breaking out among the tobacco growers.

For about two decades Ontario growers had marketed their tobacco on the "whole crop" basis. Under this system, growers and buyers would get together early in the crop year and negotiate an average minimum price—a "floor" price—for tobacco in a particular area. After the crop had been harvested, buyers from the tobacco companies would offer a set price for all the growers' crop.

But this system left some growers unsatisfied. They said it tended to restrict competition and growers would benefit from more competition. They also objected that it was the buyer who set the grade of the tobacco. At this time, the Ontario Farm Marketing Board was the outlet for a tobacco crop which in 1957 ran to about $75 million.

About a year ago, a group of growers formed the Ontario Flue-Cured Tobacco Growers Association and campaigned to introduce an auction system known as the "Dutch clock". It is the system used in other major tobacco-producing countries.

Under this system auction warehouses are established centrally for tobacco growers. If there are five growers for a warehouse, each grower submits one-fifth of his crop to the warehouse for auction. Rotation from grower to grower is in a clockwise direction until all tobacco has been sold.

At the warehouse the tobacco is baled and graded by a government inspector and given a number. The number and grade are printed that night in a catalogue and the tobacco put up for auction the following day. Prospective buyers are unaware which grower's tobacco is up for auction.

The actual purchase is made by the buyer pressing a button which stops a moving hand on a dial. The dial is graduated from, say 60 cents to zero and represents price per pound of tobacco. The hand moves from the highest price marking toward zero and the first buyer to press a button and stop the hand is the purchaser of the particular bale under auction.

The efforts of the association were successful. By a two-to-one majority growers voted to introduce auction sales in the Fall of 1957. An important factor was the breakdown in talks between the growers and buyers to set a floor price for the crop. Growers said arbitration of the dispute would have left dangerously little time to process the tobacco before spring.

Auction marketing started early in December. Sales were slow as buyers complained the new system prevented them from personally inspecting the tobacco they were buying. Some growers said sales were slow because buyers for the companies were staging a "sit-down" strike.

At this juncture, an organization called the Tobacco Growers Protective Committee appeared. This group opposed the auction plan and in newspaper advertisements said the auction system threatened growers with "financial ruin" and predicted that at the rate at which tobacco was then being sold growers "will have unsold tobacco in our barns as late as next summer."

Proponents of the auction system claimed it would put Canadian sales on the same basis as sales in other major producing countries — the U.S., Australia and Southern Rhodesia. They contended that buyers would "come charging" to public auction and that growers would benefit by a rise of 10 per cent in leaf prices.

But tobacco sales dwindled to a trickle. The Ontario Flue-Cured Marketing Board, which had invested $1,300,000 in its three auction warehouses at Tillsonburg, Aylmer and Delhi, charged the slow sales were "a concerted effort to wreck" the new system. The Board blamed the buyers.

A spokesman for Imperial Tobacco said his company's stand was that there was a big crop to be marketed and the sooner everybody got on with the job the better it would be. The type of marketing plan was "purely up to the farmers."

"We have never influenced any group at any time," he said.

As the marketing struggle wore on reports began circulating that the Ontario government would move in and re-institute the whole crop system. But on Jan. 21 Premier Frost announced his government supported the auction system.

At this point the disputing parties were called in for talks with the provincial government and tobacco sales began to pick up. Currently about 2 million pounds a day are being sold. With refinements in procedure, buyers and growers think sales may move to about 2.5 million pounds a day, a target which would permit successful marketing of the 1957 crop.

The results of the tobacco farm battle and the looming competition among the five cigarette manufacturers and processors will affect Canadian smokers.

For one thing, there will probably be new brands appearing. The major companies may bring out competitive "king size" cigarettes — a popular type in the U.S. Heavier cigarette advertising is also to be expected. Lower prices — the result of more intense price competition — has been hinted by one company. There may also be at least one more cigarette company. Reports indicate a group of growers are seriously considering forming their own co-operative cigarette company.

Editorials

Conservatives Favored

MR. DIEFENBAKER must be looking forward to next month's election with a great deal more optimism than he did last year's, despite the sag in the nation's economy. A spot check of opinion across Canada indicates that these public attitudes are common:

The Conservatives can't be blamed for this winter's unemployment, but inherited a deteriorating economic situation;

The Diefenbaker Government made an honest effort to carry out many election promises and deserves the chance to put more of its program into effect;

Increased pension payments, help to provinces and a gesture towards lower taxation indicate that the Conservatives are concerned about "the little guy";

The new Liberal leader, Lester Pearson, has not yet established an image of himself in the public mind as a man who knows as much about domestic problems as he does about foreign affairs.

Working in Mr. Diefenbaker's favor, too, is the steady blurring of political outlines in the public mind. Just a few weeks ago, for instance, the Gallup Poll of Canada reported that "half the voting public cannot put into their own words anything for which they believe the two old-line parties stand" and "still larger proportions—almost six in ten—have no definition for what the CCF holds, while the figure rises to almost seven in ten who are unable to describe anything for the Social Credit party".

The Gallup finding merely confirms the observations of other students of public attitudes. Its significance for politicians is that the individual voter is less inclined to mark his ballot for reasons of principle and is more influenced by what he thinks a party is trying to do. Mr. Diefenbaker has obviously managed to create a pretty general impression that, given the chance, he can "do" a great deal.

Time's A-flying

HERE's something more for you to worry about:

At Tiddington, England, the world's first atomic clock is now measuring time down to one ten-thousandth of a second. The clock has also provided measurements which, the physicists tell us, show that the earth's rotation is slowing down fifty times faster than had previously been calculated. This means that the time when the earth will stop rotating is fifty times closer than had been expected—just 16 billion years hence, instead of a comfortable 800 billion years. When the rotation stops, of course, the earth will show one side constantly to the sun, and the other will be in darkness under a permanent layer of ice.

We hope this information has come to the notice of Metropolitan Toronto's traffic authorities. They may have only 16 billion years in which to decide on a new subway and where it is to go.

Autopsy on Freedom

LATER THIS month, the Canadian Institute on Public Affairs will put "Bureaucracy on Trial"—that is the topic for the Institute's 1958 winter conference. No more appropriate topic could have been chosen.

Two events of the past thirty years have transformed our society — not just Canadian or North American but the democratic society in general. These events were the Great Depression of the Thirties and the world war that followed. The pressures of these two disasters changed the form of democracy, and may indeed have squeezed it to death. Governments were given great and far-reaching powers to overcome the disasters, new agencies were created and old ones enlarged to use these powers. The forces thus set in motion inevitably influenced other than political spheres of democratic activity, most obviously in the economic sphere, because it was there that the influence of Big Government was initially and most strongly felt.

Now we have Big Business and Big Labor as well as Big Government. These in turn have generated their own influences on each other and on the individuals who make their activities possible. Charitable campaigns, for example, have been consolidated, publicized and organized to such an extent that individual choice and decision have virtually been destroyed. Farmers, those erstwhile rugged individualists, have had to create their own bureaucracies, under the pressures of the industrial and political bureaucracies — seeking in marketing boards, co-operatives, unions and federations a position of strength from which to bargain for a bigger slice of prosperity or a bigger handout from the public purse.

Thus, for better or for worse, the individual has yielded more and more of his power of decision to the bureaucracies of his own making. Now it is time—perhaps past time — for a close examination of these bureaucracies to determine how these agencies that hold the power of control can themselves be controlled for the public good. That such control is needed, no one can doubt.

It is impossible to imagine some cataclysmic change in society that would return the power of decision to the individual. Indeed, it is doubtful if most individuals ever wanted or relished the right or power to decide for themselves, beyond the rudimentary decisions of keeping or quitting a job or marking a ballot in a certain way; and even the right to make these decisions is being abdicated by many people, who refrain from marking any ballots and transfer to a few labor leaders the bother of deciding how and when they will work.

To sum up: the important decisions are more and more being made by fewer people. The Canadian Institute of Public Affairs is doing a great service in exploring the implications of this trend in society.

Still a Twig

SUCCESSFUL launching of a satellite seems to have restored some of the confidence of people in the United States that their country is not falling seriously behind Russia in the military and scientific races. It would be the blindest sort of optimism, however, to believe that with this launching the U.S. has pulled even with Rusia.

The U.S. administration so far has made no serious attempt to correct the errors of policy and planning that permitted Russia to move into the lead.

The hum of the U.S. satellite as it circles the globe is not strong enough—except possibly in Washington—to blot out the ominous sounds made by military and scientific authorities even in the U.S. itself. Between the lines of testimony given at Congressional hearings these past few weeks can be read a tale of worry—and sometimes dismay. The sum of the testimony is this: the U.S. has fallen behind not only in the development of rocket-age weapons for attack and defence but also in the production of the conventional weapons required to fight an "orthodox" war.

This means that Mr. Dulles's big stick, the threat of massive retaliation, looks more and more like a twig as the days go by. The policies based on the theory of massive retaliation are therefore becoming less and less realistic.

ANSWER TO PUZZLER

$900 for the month.

Time for an IMPERIAL *Toast*

Here is comradeship at its best, as the "champs" return with new laurels from the tricky trails and speedy slopes. Canadian ski contests are a supreme test of personal skill... it's no wonder enthusiasts seek to honour their winners in an imperial manner.

When you honour your friends in a toast... or get together for good fellowship, Imperial in the distinctive decanter is recognized everywhere as worthy of the occasion. Smooth . . . mellow . . . it is a fine whisky of truly Imperial quality.

IMPERIAL

CANADIAN WHISKY

IN THE DISTINCTIVE DECANTER

Hiram Walker & Sons, Limited

DISTILLERS OF FINE WHISKIES FOR 100 YEARS

The RCA Victor Society of Great Music

. . . A SENSIBLE PLAN TO ENABLE YOU TO BUILD A BALANCED RECORD LIBRARY UNDER GUIDANCE

HEIFETZ

HOROWITZ

RUBINSTEIN

ANDERSON

THE WORLD'S GREATEST MUSIC PERFORMED BY WORLD-CELEBRATED ARTISTS

. . . at a 45% saving the first year and 33⅓% thereafter

. . . this can be done by building up your collection *systematically,* instead of haphazardly — and always with the help and the guidance of the distinguished panel listed below

MOST MUSIC-LOVERS, in the back of their minds, certainly intend to build up for themselves a representative record library of the World's Great Music. Under this plan, since this can be done *systematically,* operating costs can be greatly reduced, thus permitting extraordinary economies for the record collector. The remarkable Introductory Offer at the left is a dramatic demonstration. It represents a 45% saving the first year.

✶ Thereafter, continuing members can build their record library at almost a **ONE-THIRD SAVING.** For every two records purchased (from a group of at least fifty made available annually by the Society) *members will receive a third* RCA VICTOR *Red Seal Record free.*

✶ A cardinal feature of the plan is **GUIDANCE.** The Society has a Selection Panel whose sole function is to recommend "must-have" works that should be included in any well-balanced library. Members of the panel are as follows:

DEEMS TAYLOR, composer and commentator, Chairman
SAMUEL CHOTZINOFF, General Music Director, NBC
JACQUES BARZUN, author and music critic
JOHN M. CONLY, editor of *High Fidelity*
AARON COPLAND, composer
ALFRED FRANKENSTEIN, music critic of *San Francisco Chronicle*
DOUGLAS MOORE, composer and Professor of Music, Columbia University
WILLIAM SCHUMAN, composer and president of Juilliard School of Music
CARLETON SPRAGUE SMITH, chief of Music Division, N. Y. Public Library
G. WALLACE WOODWORTH, Professor of Music, Harvard University

BRAILOWSKY

LANDOWSKA

PIATIGORSKY

MUNCH

REINER

MONTEUX

FIEDLER

GOULD

HOW THE SOCIETY OPERATES

EACH month, three or more RCA VICTOR Red Seal Records will be announced to members. One will always be singled out as the *record-of-the-month,* and unless the Society is otherwise instructed (on a simple form always provided), this record will be sent to the member. If the member does not want the work he may specify an alternate, or instruct the Society to send him nothing. For every record purchased, members will pay $4.98, the nationally advertised price of RCA VICTOR Red Seal Records (plus a small charge for mailing).

BEGINNING MEMBERS WILL RECEIVE

The Nine Symphonies of Beethoven

Arturo Toscanini

CONDUCTING THE NBC SYMPHONY ORCHESTRA

IN AN ALBUM OF SEVEN 12-INCH LONG-PLAYING RECORDS FOR

$4.98

(plus a small charge for postage)

Nationally advertised price: $34.98

THE SOLE CONDITION IS THAT BEGINNING MEMBERS AGREE TO BUY SIX RCA VICTOR RED SEAL RECORDS FROM THE SOCIETY DURING THE NEXT YEAR

RCA VICTOR Society of Great Music
c/o Book-of-the-Month Club, Inc.
345 Hudson Street, New York 14, N. Y.

Please register me as a member and send me the seven-record *Toscanini-Beethoven Album* under the conditions stated at the left and above, billing me $4.98, plus postage. I agree to buy six additional records within twelve months from the Society. Thereafter, if I continue, for every two records I purchase from the Society, I will receive a third RCA VICTOR record, free. To maintain membership after the first year, I need buy only four records from the Society in any 12-month period.

CV67-2

MR. / MRS. / MISS } .....
(Please print plainly)

ADDRESS .....

CITY ..... ZONE ..... PROVINCE .....

NOTE: If you wish to enroll through an authorized RCA VICTOR dealer, please fill in here:

DEALER'S NAME .....

ADDRESS .....

CITY ..... **ZONE** ..... **PROVINCE** .....

Records for Canadian members are shipped from Ontario *duty free,* and may be paid for in either U.S. or Canadian currency.